ITS Webinar on

**OTT and Live Streaming: An Asian Perspective**

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Chief, Center for ICT and Society
Chief, Smart Media Service Research Center
Director, Center for Media Industry
Why OTT and Live Streaming?

OTT means entirely new opportunities for content creators, distributors and consumers.

“NETFLIX, AMAZON, ITUNES - WHATEVER PLATFORMS EMERGE - WE ARE LOOKING AT AS HAVING THE SAME POTENTIAL THAT HOME VIDEO HAD FOR THE MOVIE BUSINESS. WHICH MEANS THERE ARE ENTIRELY NEW OPPORTUNITIES TO MONETIZE OUR CAPITAL INVESTMENT IN CONTENT AND DO SO IN WAYS THAT WORK FOR DISTRIBUTORS, FOR CONSUMERS AND FOR CREATORS.”

BOB IGER

(Source: https://quotesgram.com/funny-quotes-about-netflix/)
Why An Asian Perspective?

Netflix (global OTT) is dominant but local OTT service providers are rising in Asia


(Source: https://br.pinterest.com/pin/710865122413169194/?amp_client_id=CLIENT_ID(&mweb_unauth_id=%7b%7bdefault.session%7d%7d&simplified=true)

(Source: http://www.businesskorea.co.kr/news/articleView.html?idno=45420)

(Source: https://mydramalist.com/discussions/tian-ya-ke/60669-how-to-sign-up-for-youku-laptop-computer-guide)
The recent virtual special issue (VSI) of *Telecommunications Policy* solicited both theoretical and practical studies on OTT and live streaming services.

**Why another ITS Webinar?**

The recent virtual special issue (VSI) of *Telecommunications Policy* solicited both theoretical and practical studies on OTT and live streaming services.

**“The Netflix effect” in Thailand: Industry and regulatory implications**

Porpong Ramanosith , Attrudh Eakkhamdhon

Faculty of Communication Sci., Chulalongkorn University, 204 Nakhon Pathom, Pathumthani, Bangkok, 12120, Thailand

**Abstract**

This study examines the essential, technological and architectural implications of Netflix in Thailand and discusses the impact on the regulatory framework and its potential impact on the current regulatory framework. The study highlights how Netflix’s platform and its business model have been designed to exploit the opportunities presented by the rapidly changing media landscape in Thailand. The study also examines the regulatory challenges posed by Netflix’s entry into the Thai market.

**Keywords**

Net neutrality, Internet, Video platforms, Live streaming, Competition, Social media

**5. Netflix and emerging feature in Thailand**

On January 2, 2018, Netflix entered the Thai market as a part of its global expansion into 11 new countries (Danish and all 2005). With the country’s strong base of internet penetration and online video consumption (especially in Southeast Asia), Netflix’s entry into the Thai market is expected to disrupt the existing market. This study examines the potential impact of Netflix’s entry into the Thai market and its regulatory implications.

**References**


**Factors influencing K-pop artists’ success on V live online video platform**

Seonghwi Kim , ShinYoung Hwang , Jiewhung Kim

*School of Cultural Studies, Hanyang University, Kankyo-Dong, Seongdong-Ku, Seoul, 133-791, South Korea*

**Abstract**

This study examines the factors influencing K-pop artists’ success on V live online video platform.

**Keywords**

K-pop, Success, Online video platform, Social media, Live streaming
Who are the speakers?

We invited 3 Asian authors as speakers to share insights gained from the virtual special issue.

### Speakers’ Background

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<th>Name</th>
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<tr>
<td>Sang Woo Lee</td>
<td>Sang Woo Lee is a Professor of Graduate School of Information at Yonsei University in South Korea. He received his Ph.D. in the Department of Telecommunication from Indiana University at Bloomington. His research interests are media business, media usage and media policy.</td>
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<tr>
<td>Pirongrong Ramasoota</td>
<td>Pirongrong Ramasoota (Ph.D. – Simon Fraser University) is a Professor of Communication at the Faculty of Communication Arts, Chulalongkorn University in Bangkok, Thailand. She researches and teaches in media policy and regulation and social implications of information and communication technologies (ICTs) with a special focus on Thailand and ASEAN.</td>
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<tr>
<td>ShinYoung Hwang</td>
<td>ShinYoung Hwang is a specialist at the Platform T.F. of Naver Corporation in South Korea. She received her Ph.D. in the School of Media and Communication from Korea University. Her research interests include new media, online-to-offline (O2O) service and platform policy.</td>
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Today, 3 speakers will address key questions as follows.

1. Who uses paid OTT services and why? Are there any differences in consumer demographics and values among countries?

2. What is the Netflix effect and its industry and regulatory implications in Asia?

3. Is it possible for Asian local OTT to succeed in the global market? Then, what would be factors influencing its success?
Thanks to 3 speakers, staffs and all participants

Academic Host

- Korea University
  - BK21 Four R&E Center for Media & Communication
  - Smart Media Service Research Center
- Chalmers University of Technology
- ITS (International Telecommunications Society)
- Telecommunications Policy

Stephen Schmidt
ITS Chairman and Vice-President Telecom Policy & Chief Regulatory Legal Counsel at TELUS Communications.

Erik Bohlin,
Professor of Chalmers University of Technology
Editor-in-chief of Telecommunications Policy
“Ask the right questions if you are to find the right answers”

– Vanessa Redgrave