

Liquiang Zhao
head of international partnerships & acquisitions, Huawei, China

'My company has a strong SVOD, AVOD called **Huawei Video** in China, that develops strong multi-platform, multi-device partnerships with international players. For 2027 or 2028, is planned to launch our system outside China. We expect to make a strong contribution to the overseas market, both in content and technology'.

Jangho Seo
EVP Content, CJ ENM, South Korea

'K-content has now firmly established itself as a mainstream genre in the global entertainment market. Our focus must transition from short-term content sales to nurturing long-term intellectual property, ensuring our original stories to generate sustainable global value for years to come'.



Kazuo Takaya
global strategy director, Nippon TV/Hulu Japan

'Global business is turning to a very important engine for the future growth of Nippon TV. Since October this year, we launch an alliance with **WBD**, to include a content center of **HBO Max** in Hulu Japan. Also, since November, we emit exclusively in Japan, the special events and shows of **All Elite Wrestling** (**AEW**). We'll be more global from now'.



Timothy Oh
general director international, COL Group, Singapore



'The microdramas platforms are not as TIKTOK or YOUTUBE that move constant millions in advertisement. We take traffic, good incomes from them having a successful product, but when it is finished, we have to start again from zero. Good solutions are to make bundling alliances with telcos, to get massive traffic. The competence is not for content, is for the attention. Microdramas need to generate successful IPs, as movies, to make business more foreseeable'.



Sammie Hao
global leading microdramas app, Reelshort, China

'We are with two edging strategies: to set up bundling alliances with telcos, as **AIS** in Thailand, to reach massive audiences with our microdramas. And we have produced six branded mini-dramas, with 8-10 episodes of one minute each. With brands as **Crocs** —six seasons— **Monopoly Go** and **Anker Solix**, among others. We guarantee them 3 millions of views, but **Crocs** got unique 10 millions'.

Anish Narayanan
director, digital media networks, Toonz, India

'The kids market needs content to get connected with, characters that represent the viewers, doing the same things and speaking the same language'.

