



65th ABU Sports Group Conference & Associated Meetings

17-18
November
2019
Venue: Hakuho

DAY 1 SUNDAY, 17 NOVEMBER 2019	
14:00 – 14:20	<p>Opening Ceremony, of the 65th ABU Sports Group Conference & Associated Meetings</p> <ul style="list-style-type: none"> • Opening Remarks by the Secretary General of ABU • Opening Remarks by the Chairman, ABU Sports • Welcome Remarks and Keynote Address by the Head of Sports, NHK Japan
14:20 – 14:30	GROUP PHOTO
<u>SESSION 1</u>	
14:30 – 15:00	<ul style="list-style-type: none"> • Report by Director of ABU Sports: Review of the past year & on-going activities
15:00 – 15:15	<ul style="list-style-type: none"> • A presentation on Tokyo 2020 Olympics and Paralympic by the PR Secretary of TOCOG Ms Hiromi Kawamura, Public Relations Secretary
15:15 – 15:30	<ul style="list-style-type: none"> • Utilising Sport for Development by Mr Russell Isaac, Managing Director of Sports Media
15:30 – 16:00	COFFEE AND NETWORKING
16:00 – 17:00	<p>Panel Discussion: <i>Playing Under Pressure: Sports and Public Service Broadcasting</i></p> <ul style="list-style-type: none"> • Selected members share experiences and perspectives on sports and broadcasting in their country/region.
17:00 – 17:30	<p>Ceremony</p> <ul style="list-style-type: none"> • Signing of the ABU/HBS Memorandum of Understanding - Renewing its Partnership
DAY 2 MONDAY, 18 NOVEMBER 2019	
<u>SESSION 2</u>	
Industry Presentations	
09:00 – 10:30	<ol style="list-style-type: none"> 1. Live streaming piracy trends and challenges in Asia by Mr Bastien Casalta, CTO and Co-Founder of TMG 2. Taking your production to the next level by Mr Ophir Zardok, Head of Sports of Live U 3. Computing Vision Technology for Broadcast by Mr Moon Seok Chung, Director Middle East & Asia of Dartfish 4. A presentation of AFC Media Rights - A New Era of Asian Football by Ms Melissa Soobratty, Vice President Media of DDMC Fortis.
10:30 – 11:00	COFFEE AND NETWORKING

11:00 – 12:30	<p><u>SESSION 3</u></p> <p>E-Sports Forum: Talks about some of biggest tournaments and the esports scenario and its future potential as of one of the fastest- growing sports.</p> <p>Keynote Speech: Mr Kenneth Fok, President of AESF</p> <p>Industry Presentation:</p> <ol style="list-style-type: none"> 1. CO-presentation by Mr Sebastian Lau, Director General of AESF & Mr Hideki Okamura, Chairman of JeSU 2. Ms Yang Lan, Chairperson of Sun Media Group <p>Panel Discussion: Improving Quality of Esports Broadcasting on Traditional Media Platforms</p> <ol style="list-style-type: none"> 1. Mr Hamamura Hirokazu, Vice Chairman of JeSU 2. Mr Cai Yanjiang, Director of ABU Sports 3. Esports Player <p>Demonstration Games: <i>PES (Konami) (1 VS 1)</i> Including: -</p> <ul style="list-style-type: none"> • 1 player from Konami • 1 player from JeSU
12:30 – 14:00	<i>LUNCH AND NETWORKING</i>
14:00 – 15:30	<p><u>SESSION 4 (Full & Additional Full Members only)</u></p> <ul style="list-style-type: none"> • Opening Remarks by the Chairperson, ABU Sports • Report by the Chairperson, Broadcast Rights Committee • Report by the Chairperson, Finance Committee • ABU Sports Outlook by the Director: Initiatives, Strategies & the Future
15:30 – 16:00	<i>COFFEE AND NETWORKING</i>
16:00 – 17:0	<p><u>SESSION 5</u></p> <ul style="list-style-type: none"> • Presentation by the host of 66th ABU Sports Group Conference – TPT Thailand • Wrap-Up & Chairman’s Closing Remarks
End of Conference	

CHAIRMAN OF ABU SPORTS GROUP



The Head of the Sports of KBS Korea, Mr Kimoon Lee is the new Chairman of the ABU Sports Group. Mr Lee was elected unanimously at an election during the Sports Group conference at Nur-Sultan in Kazakhstan, June 14-16, 2019. Mr Lee, who replaced Mr Jiang Heping, the Controller of the China Global Television Network will serve for a three-year term. Mr Lee said that he would strive to help ABU Sports strengthen solidarity, enhance co-operation, and pursue common goals among ABU members in Asia and the Pacific.

Mr Lee has a master degree of Sport Management at University of Michigan, US. He entered KBS in 1991 and worked over 20 years for KBS Sports as a Senior Producer, and served as the Director of several big mega and multi-sporting events. Specifically, he led the 2004 Athens Olympics Archery team and invented the famous “arrow shot”, now accepted as a standard. Mr Lee also comes with multiple skills and years of experience in international affairs and coordination to magazine show production.

SPEAKERS AND PANELLISTS



Ms Hiromi Kawamura, PR Secretary of The Tokyo Organising Committee of the Olympic and Paralympic Games

All eyes will be on Japan next year, the host of the 2020 Tokyo Olympic & the Paralympic Games, the largest global multi-sporting event. The Tokyo organizing committee, TOCOG is in the middle of this sporting spectacle. Ms. Hiromi Kawamura, the Public Relations Secretary of TOCOG will present an update on the status of preparation for Tokyo 2020.

Ms. Kawamura, comes with some 16 years of experience in the Ministry of Education, Culture, Sports, Science and Technology of Japan. She holds a Master of International and Public Affairs from Columbia University, the US.

Mr Russell Isaac, Managing Director of Sports Media

Sport is a powerful tool to bring communities together by encouraging teamwork, discipline and developing social skills. An International Charity “United Purpose” aims to create “Sport for Development” with the help of responsible broadcasters. The Charity is showing communities across the world how to use sport for the benefit of all.

Mr. Russell Isaac, is a journalist, broadcaster, company managing director and media consultant across the world. He has worked for and with BBC, ITV, Sky, ESPN, Al Jazeera, SABC, OSCE, UN, ABU and United Purpose





Mr Bastien Casalta, CTO and Co-Founder of TMG

TMG's mission is to add value to right holder's content by enforcing digital and audiovisual rights compliance. It's technologies & know-how are also used for TV broadcast monitoring and analyses, and for online protection of live events. Mr. Bastien Casalta, is the CTO & Co-Founder to TMG, a trusted worldwide partner for broadcasters, right holders, film producers, distributors, and music publishers. With 20 years' experience in content and software piracy on the Internet, Bastien is a sought-after expert in platform security, pirate networks, and live monitoring. He manages TMG's research, software development and technical operations.

Mr Ophir Zardok, Head of Sports of LiveU

To deliver more high-quality content at a low cost is a something that LiveU provide using its bonded cellular solutions. It is a service provider driving the live video delivery, providing live video streaming for TV, mobile, online and social media. Mr Ophir Zardok is responsible for Sports BD at LiveU, leading its sports strategy in EMEA and APAC. Mr Ophir, a graduate of the prestigious FIFA Master Course, 2005, has been involved in sports at different levels, in a variety of roles including acting as UEFA Venue Director since 2009, where he leads a team to implement UEFA Champions League and Europa League matches across Europe.



Mr Moon Seok Chung, Director Middle East & Asia of Dartfish

A cutting-edge technology and computing vision, with a unique real-time data generated automatically enriches live sports broadcasting. Dartfish has successfully launched this during IIHF World Championship in May 2019 in Slovakia. It is now expanding the technology to other sports and events.

Mr Moon Seok Chung is the Director for Middle East and Asia at Dartfish since 2018. He has also held several other responsibilities including as the key account Manager for Korea, Japan and China and Senior Q&A Development Team Manager at Dartfish. His Presentation is titled: Dartfish Computing Vision Technology for Broadcast

Ms Melissa Soobraty, Vice President Media of DDMC Fortis

Asia has emerged as the new center of the world game. Spirited and unwavering, played by footballers bold and brave at our doorsteps, local heroes rise and, homegrown legends are made. That's what DDMCFORTIS says about Asian Football.

Melissa Soobraty is Vice President, Media at DDMCFORTIS, the exclusive agency for the Asian Football Confederation rights from 2021-2028.

Originally from London and based in Singapore Melissa comes with years of combined experience across sport broadcast and digital, i working for such companies as NeuLion, StarHub, Setanta Sports, Fox Sports International and BBC World among others.





阳光媒体集团
Sun Media Group

Branded IP Operator **Innovative, Inspirational, International and Intelligent** **Inspire Through Communications**

Founded by Mr. Bruno Wu and Ms. Yang Lan in 1999, Sun Media Group is a branded IP operator. It is one of China's leading private media companies with global reputation and influence. It is recognized for its high-quality programming and integrated marketing in film & television, education, women's community, publishing and location-based entertainment and sports.

Sun Media Group offers top quality services and solutions of location-based entertainment and sports to meet the needs of the millennium generation and the fast growth of tourism in China. Sun Media Group leads creativity and innovation, promotes media integration, and enhances brand value.

Sun E-Sports

A brand owned by Beijing Sun New Light Culture Development Company - a Sun Media Group affiliate, Sun E-Sports is committed to promoting steady growth of the e-sports industry. Its main business includes various activities related to e-sports, such as competition operation, technological development, training and certificate programs, and international communication events.



The Asian Electronic Sports Federation (AESF) is partnering with Sun Media Group to jointly organize AESF e- Masters Invitational Tournament – a multi-title e-sports tournament covering multiple Asian countries. The Sun E-Sports is also working on projects like the Sun E-Sports Carnival, e-sports towns, and industrial parks.



Ms Yang Lan, Chairperson of Sun Media Group

Yang Lan is a household name in China, as a leading broadcast journalist and media entrepreneur. The co-founder and chairperson of Sun Media Group, is the only person to have represented Beijing twice for its successful Olympic biddings. She is a Global Ambassador and International Board Member for the Special Olympics Movement and the first Chinese UNICEF Ambassador, and the vice-chairman of China Charity Alliance.

Ms. Yang was honored with many awards, including Columbia University SIPA's "Global Leadership Award", the "National Philanthropy Award", "Women's Achievement Award" by All-China Women's Federation, "40 Returned Scholars in 40 Years of China's Reform and Opening-up", the Paley Center for Media and AOL's "Makers" award. She is one of The World's 100 Most Powerful Women by Forbes.



Mr Kenneth Fok, President of AESF

Kenneth Fok, JP, is a Member of National Committee of the Chinese People's Political Consultative Conference, the Vice President of the Fok Ying Tung Group, overseeing the group's investments in Hong Kong as well as in Mainland, China. Mr. Fok actively participates in youth service and sports development. He also actively promotes youth exchanges, innovation and startup. Mr. Fok is a Committee Member of International Relations Committee of Olympic Council of Asia and the Vice President of the Sports Federation & Olympic Committee of Hong Kong, China. He is also the president of the Asian Electronic Sports Federation (AESF), the only official organization for the management and promotion of Asian electronic sports sanctioned by the Olympic Council of Asia. AESF successfully hosted the electronic sports demonstration event in the 2018 Asian Games in Jakarta.

Mr. Fok hopes to promote the healthy development of electronic sports, combined with the essence of traditional sports and Olympism, finally setting foot on the Olympic stage.



Mr Sebastian Lau, Director General of AESF

Sebastian Lau is Director General of Asian Electronic Sports Federation (AESF) helping to develop and promote esports in Asia. He was fully involved in planning and organizing Esports Demonstration Event in the Asian Games 2018. Mr Sebastian has worked for Oceania Football Confederation, Olympic Council of Asia, Asian Football Confederation and FIFA as management team responsible for organizing meetings and PR works across Asian countries and involved in planning and organizing World cups, Asian Cups and Asian Games.



Mr Hideki Okamura, Chairman of Japan Esports Union (JeSU)

Hideki Okamura is the President & COO of SEGA Holdings and the former Chairman of Computer Entertainment Supplier's Association CESA, and currently serve as its Special Advisor. Mr Okamura had primary responsibility for SEGA's home video game consoles, SEGA Saturn and Dreamcast. After holding several executive positions as President & Representative Director of TMS Entertainment and President & Representative Director of SEGA, he assumed the position of President & COO of SEGA. During his role as the Chairman of CESA, he led the combination of three esports organizations which contributed to the establishment of the new union.



**Mr Hirokazu Hamamura
Senior Adviser to the Board of KADOKAWA CORPORATION
Vice President of the Japan eSports Union (JeSU)**

Hirokazu Hamamura is the current Senior Adviser to the Board of KADOKAWA CORPORATION (formerly Kadokawa Dwango Corporation). Born in Osaka in 1961, and a graduate of Waseda University, Hamamura has been involved in the publication of Japanese video game magazine "Weekly Famitsu" (originally called "Famicom Tsushin") since its inception in 1986. After serving as the Editor-in-Chief of the magazine, Hamamura became the President of Enterbrain, Inc. In the time between his years at Enterbrain and his arrival at KADOKAWA CORPORATION he worked as a Director for KADOKAWA CORPORATION.

As the head of the Famitsu Group, Hamamura analyses key industry trends from a myriad of angles and shares his thoughts via columns and other works. In February 2018, he was appointed the founding Vice President of the Japan eSports Union (JeSU), a general incorporated association that was established to promote Japan's eSports industry and encourage its further growth and development.

~Thank you~