



Moving forward

A round-up of CASBAA's latest initiatives.

The Cable and Satellite Broadcasting Association of Asia (CASBAA) and the Philippine Cable Television Association (PCTA) have signed a Memorandum of Agreement (MoA) that reinforces their partnership to promote and protect intellectual property rights in the pay-TV industry.

CASBAA is a regional industry association dedicated to the promotion of multi-channel television via cable, satellite, broadband and wireless video networks across the Asia-Pacific region. CASBAA represents some 110 Asia-based companies and organisations. The PCTA is composed of the country's biggest cable operators as well as medium and small cable operators. PCTA's member cable operators serve 90 per cent of the total cable subscribers in the Philippines.

The MoA signifies the commitment of CASBAA and the PCTA to advance their mutual goal to arrest the growing piracy problem in the country. Both have been trying to build public concern over signal theft in the Philippines, a problem that has now reached epidemic proportions.

"Our commitment to support the growth of the domestic market in the Philippines and to protect its viability in the face of rampant piracy gains strength with our partnership with the PCTA. Through cooperative efforts, CASBAA and the PCTA aim to attain real results in the coming months," said CASBAA Chief Executive Officer (CEO) Simon Twiston Davies.

CASBAA and the PCTA plan to jointly organise a Philippine Pay-TV Summit this year in order to raise industry and public sector awareness on intellectual property issues for cable, satellite and broadband markets in the Philippines. They have also agreed to work with the Intellectual Property Office (IPO) on an educational training scheme designed to help Philippine law enforcers and government officials with the enforcement of intellectual property laws.

"We at the PCTA have long been vocal in the campaign against all forms of copyright infringement," said PCTA President Antonio Selda. "Signal theft, in particular, has a negative

impact on the industry in the long-term. Legitimate cable operators are finding it difficult to survive in this climate, and the industry as a whole stands to suffer if piracy continues. Increasingly piracy stunts the industry's growth in terms of programming and technological development."

Selda said the number of illegal cable connections now threatens to exceed the number of legal ones, a phenomenon that clearly hurts legitimate cable operators and even the government, which loses a substantial portion of its revenues because pirate cable companies do not pay taxes and license fees.

The MoA between CASBAA and the PCTA will allow the two organisations to share relevant information on industry issues and developments, collaborate on public and government education efforts to raise awareness on piracy and jointly educate the Philippine public and especially the Philippine government about the long-term benefit of respecting copyright not only for industry players but for the Filipino cable subscribers and the country as a whole.

CASBAA broadens membership

Meanwhile, CASBAA announced eight new members drawn from the pay-TV platforms, content, technology and service provider sectors.

The new members include two regionally powerful pay-TV platforms, Austar of Australia and Orbit of Dubai, two sports TV networks Taj TV (Ten Sports) and Eurosport Asia, along with public policy consultancy APCO, investment bank Macquarie, satellite industry consultancy Euroconsult of Paris and Canadian law firm Blake, Cassels & Graydon. "The new participation of pay-TV platforms such as Austar and Orbit speaks of a recognition that our industry needs a clear voice when addressing regulatory issues. Our industry is increasing its reach and the issues we face are becoming more pressing, while the need to upgrade the information flow becomes ever more critical," said Twiston Davies. ■



Simon Twiston Davies, Chief Executive Officer (CEO) of CASBAA.

New horizons

The Cable & Satellite Broadcasting Association of Asia (CASBAA) will hold the sixth annual CASBAA Satellite Industry Forum in Singapore on Monday, 19 June 2006. The CASBAA Forum traditionally acts as a curtain-raiser for the CommunicAsia trade show in Singapore.

Issues to be addressed at the conference include the impact on satellite markets of mobile TV, IPTV services and the roll-out of HDTV while navigating a complex regulatory environment. As always, there is a strong focus on Asia and this year DTH operators from some of the fastest growing markets in the world – India, Indonesia, Korea and Malaysia – will share their insights.

"The impact of the new technologies is having a profound impact on Asia's satellite industry as new demand builds for IPTV, mobile, DTH and HDTV services. The industry is only now feeling the clear benefit of these changes," said CASBAA CEO, Simon Twiston Davies.

Meanwhile the regulatory environment underpins our industry and a close examination of that environment will provide new insights on the future of the Asia-Pacific market. "The CASBAA Satellite Industry Forum is the premier forum in Asia for satellite market strategy discussion," said William Wade, Deputy CEO of AsiaSat and Chairman of CASBAA's Satellite Industry Committee. "This year we expect in excess of 200 high-end decision makers to participate." ■