

Opening Remarks of ITS Chair Stephen Schmidt for “*ITS webinar: OTT and Live streaming: An Asian perspective*” (09 December 2021)

Welcome!

Thank you to everyone who is joining us today from around the world – and a big thank you, in particular, to our speakers who are joining us from Asia, where it is *very late* right now.

Today’s webinar is the **11th** *ITS webinar* since the onset of the pandemic, which have covered timely and diverse topics such as remote work, deep fakes, smart cities, and COVID 19 tracking and tracing apps, and more.

And this is the **third** in a **series of webinars**, this fall, on digital platforms, where we have covered false information, the comparative regulation of digital platforms and, today, OTT and live streaming in Asia.

Today’s webinar:

Asia is home to half of the world’s internet users.

Asia is a *commercial battleground* where local and regional OTT providers (from Korea, Taiwan, Japan, and more) compete head-to-head with US streaming giants (Netflix, Disney, Amazon, Apple) and as well as with Chinese streaming giants.

Asia is a *policy battleground* for OTT, as well. This is particularly true in countries like South Korea, that are charting an *independent policy path* that is neither the way of America, nor the way of Europe, nor the way of China – but *distinctly local* and *distinctly Korean*. Korea, and her peers, have important lessons for the world.

The author William Gibson said:

“The future is already here, it's just not evenly distributed”

...and this is *precisely why* we must pay attention to Asia and *precisely why* we must pay attention to our speakers, as they offer insights on market trends, commercial and regulatory implications, and more, both for Asia and for the broader world.

For organizing this webinar, I would like to thank:

- **Our Academic Hosts**: Korea University, Chalmers University, and my ITS Board colleague, Erik Bohlin

- **Our Hosts:** International Telecommunications Society (ITS), Telecommunications Policy (the ITS member journal).
- **Our moderator:** ITS Board member, Dr. Seongcheol Kim, Professor, School of Media and Communication, Korea University.
- **Our three distinguished speakers:**
 - o **Dr. Sang Woo Lee**, Professor, Graduate School of Information at Yonsei University in South Korea
 - o **Dr. Pirongrong Ramasoota**, Professor of Communication, Chulalongkorn University in Thailand.
 - o **Dr. Shin Young Hwang**, Specialist, Platform T.F. of Naver Corporation in South Korea
- **Finally, a special thank you to the many students in attendance, today, across Asia and Europe.** Your participation in ITS, whether attending webinars or submitting conference papers, is core to the ITS mission. **We are very grateful that you have chosen to invest your time and attention with us.**

I hope that everyone enjoys today!

Stephen Schmidt
ITS Chair