



Competition, Opportunities and Challenges in Taiwan's Film and Television Industry

Nov 2019

Agenda

- **Competition & Challenges**
- **Opportunities**
- **Summary**

Competition & Challenges

- Competition for Cable operators (from general public perspectives)
 - Over-The-Top (OTT) video delivery platforms
 - Piracy via OTT
 - Like all forms of border control (e.g. land, sea & air), management of fake news/information etc, Taiwan needs to have robust regulatory measures for various services being delivered via the Internet
 - Also, need to protect Taiwanese content creation industry
 - OTT video services
 - Maintain “fair regulation” across licensed & regulated MVPD (multichannel video programming distributors) providers, e.g. Cable, IPTV & DTH (satellite) operators
 - Broadband
 - Impact from low-priced (e.g. NTD499/month) of unlimited 4G mobile data offered by major mobile operators
 - Driving high usage of mobile data (especially when outdoor), making “Pirated Video Services” an more compelling option

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Opportunities

- Adding value to our industry's Value-Chain
 - Content:
 - Support better content creation, e.g. TBC's new 4/8K t.Studio in Taipei, first in Taiwan, *possibly* second in the world
 - Review the role of "content agency" as the industry evolve into the new world, alignment with global trends and best practices?
 - Broadband:
 - Opportunities for Cable operators to find new revenue source to support 5G deployment, offering better coverage
 - Lower cost & better deployment coverage for 5G mobile operators will benefit consumers too!
 - New DOCSIS 4.0 standard (ITU-T) will continue to help Cable operators to stay ahead of the game, as historically proven

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- What's ahead for our new generation ... in an increasingly competitive world?
 - Better & fair market regulation
 - Encourage more meaningful investments to help Taiwan's economy & new jobs creation
 - Creating a better environment to let innovators in our industry to provide new services (e.g. IoT for security, health & elderly care) and support new video creation (e.g. 4/8K)

END

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