

Tuesday 14 February 2017

For immediate release

**Can you survive in one of the fastest moving data-driven markets in the world?**

**Broadband Forum Asia**

**Incorporating: Next Generation Optical Networking Asia and**

**Broadband TV Connect Asia**

LONDON, February 14 2017

The Asia region is home to some of the most developed and developing markets in the telco industry today. Hong Kong itself boasts some of the world's fastest broadband speeds, and its broadband development is far above the regional average. But with the need to monetise speed, and the flood of new OTT players increasing competition for telcos, it's become essential that operators adapt to survive in the future data-driven connected world.

Broadband Forum Asia has lined up an impressive panel of speakers, including Gary McLaren, CTO of the Hong Kong Broadband Network, Geng Lin, Head of

Infrastructure Services at Google, Kamalini Ganguly from Ovum, and Tony Zameczkowski, VP of Business Development at Netflix, to bring the debate alive with key industry decision makers.

With over 500 visitors expected over two days to hear from 40+ influential industry speakers, Broadband Forum Asia will address the issues currently influencing future technology.

Hong Kong is the perfect case of a saturated market where broadband penetration is sky-high and pay TV competition is intensifying. With innovation now directed on expanding coverage of FTTx, enhancing network quality and launching competitive services, it is the perfect host city and backdrop for Broadband Forum Asia 2017.

Ends.

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Broadband Forum Asia

Date: 11-12 April 2017

Venue: Crowne Plaza, Kowloon East, Hong Kong, China.

Website: <https://tmt.knect365.com/broadband-tv-connect-asia/>

Broadband Forum Asia is an event run by Informa's Knowledge & Networking Division, which operates as KNect365, and is the world's leading facilitator of knowledge sharing and business connections. The KNect365 portfolio provides digital content, memorable face to face experiences, networking, and professional development and learning. Operating in key industry verticals, including finance, life sciences, and technology, we provide the highest-quality content and thought leadership alongside platforms for connecting and collaborating, giving our customers real advantage.