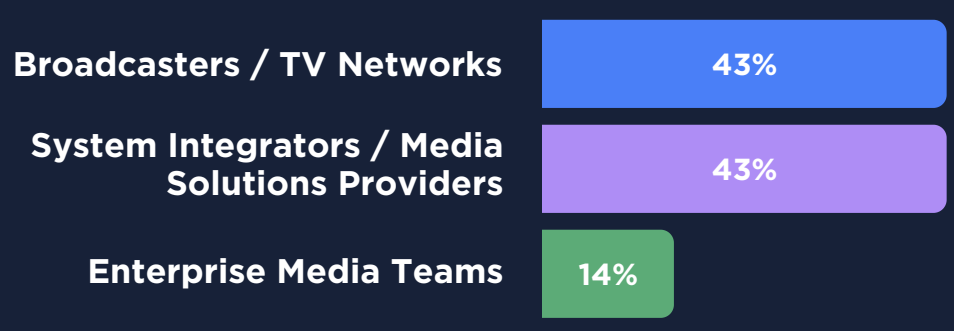
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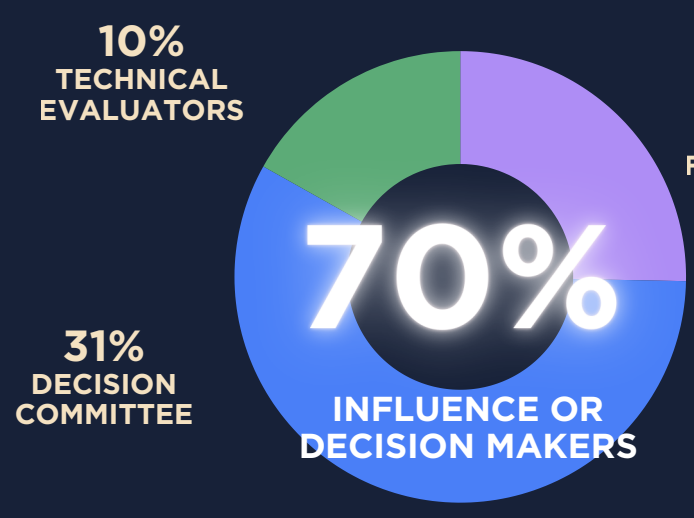
VIP BUYER INTELLIGENCE

Where Enterprise Deals Begin

WHO'S IN THE ROOM?



THEIR ROLE IN BUYING



SPENDING POWER

57%
SGD 250K - 1M

14%
SGD 1M - 5M

29%
< SGD 250K

BUYING TIMELINE



VIPs PREFERENCE

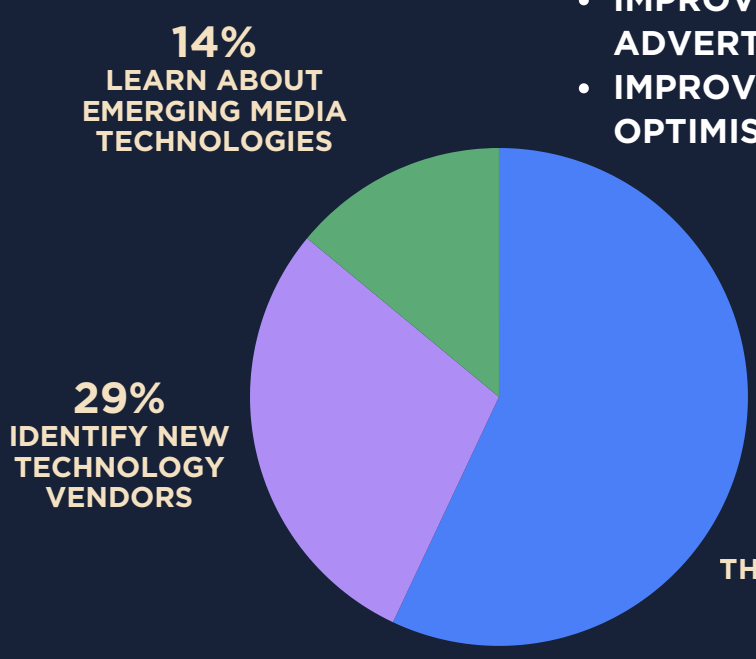


- TECHNOLOGY SHOWCASES
- VIP NETWORKING SESSIONS
- PRIVATE PRODUCT DEMONSTRATIONS

WHO THEY'RE LOOKING TO MEET

- AI-DRIVEN MEDIA WORKFLOW COMPANIES
- VIDEO PROCESSING AND COMPRESSION VENDORS
- OTT PLATFORM PROVIDERS
- LIVE PRODUCTION EQUIPMENT PROVIDERS
- ADVERTISING TECHNOLOGY PLATFORMS
- CLOUD BROADCAST INFRASTRUCTURE PROVIDERS
- CONTENT SECURITY / DRM PROVIDERS

WHAT VIPS EXPECT (AND VALUE MOST)



WHAT BUYERS ARE ACTIVELY INVESTING IN RIGHT NOW

- INVESTING IN AI FOR CONTENT PRODUCTION OR AUTOMATION (58%)
- EXPANDING LIVE PRODUCTION CAPABILITIES (14%)
- IMPROVING CONTENT MONETISATION / ADVERTISING TECHNOLOGY (14%)
- IMPROVING VIDEO DELIVERY / CDN OPTIMISATION (14%)



THIS IS WHERE STRATEGY TURNS INTO ACTION

Meet buyers. Shape decisions. Build pipeline.

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