Executive Biography

John Medeiros

Chief Policy Officer
Asia Video Industry Association

John Medeiros is the Chief Policy Officer of AVIA as well as Senior Government Relations Advisor to the Board. He leads the Association's program of engagement with governments and the policy community inside and outside Asia. AVIA's advocacy of members' interests and ongoing dialogue with a wide range of regulatory officials on behalf of the multichannel video and satellite industries are under his direction. He also coordinates the Association's research, education, and intellectual property enforcement activities.

Since John joined AVIA, he has spearheaded the Association's development of a sustained program of regulatory advocacy on behalf of industry growth and development. He is one of the principal authors of the seminal "Regulating for Growth" comparative studies of video regulation across the Asian region. He was instrumental in the 2017 establishment of AVIA's "Coalition Against Piracy," which brings together the entire video industry in support of action against digital piracy networks.

Prior to AVIA (and its predecessor Association,CASBAA) John had a 28-year career in economic diplomacy, with most spent in Asia.   Born in Massachusetts, USA, John holds a Masters Degree in International Finance and Communications from the Fletcher School of Law & Diplomacy, and a Bachelors Degree from Bowdoin College.

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About AVIA
The Asia Video Industry Association (AVIA) is the trade association for the video industry and ecosystem in Asia Pacific. It serves to make the video industry stronger and healthier through promoting the common interests of its members. AVIA is the interlocutor for the industry with governments across the region, leads the fight against video piracy and provides insight into the video industry through reports and conferences aimed to support a vibrant video industry. AVIA evolved from Casbaa in 2018.