



**James Farrell**  
**Head of Content**  
**Amazon Prime Video, Asia Pacific**

As head of content for APAC, James is in charge of all acquisitions for Prime Video and productions under the Amazon Studios banner in the region. James joined Amazon in April 2015 to lead the content strategy for Prime Video Japan prior to the launch of the service in September 2015.

Local content has been a key driver for Prime Video's success, and James is working with content creators throughout the region to deliver a high-quality customer experience to Prime Video members everywhere.

Prior to Amazon, James spent 10 years at Sony Pictures Television with executive roles in Los Angeles, Toronto and Tokyo during that time. He has an MBA from Columbia Business School and a BA from Middlebury College. He and his wife and son live together in Tokyo.