



In association with



China and the World 2015 - Swissotel, Shanghai Wednesday 10 June 2015

(Hong Kong, 13th May 2015) The Inaugural China and the World conference draws together broadcasters, content owners, production companies and advertisers to crack the code in what is fast becoming the world's most complex yet lucrative TV and online video market. In addition to traditional powers, online giants such as Alibaba, Tencent and Baidu look to change the landscape and disrupt current models.

China and the World is organised by Lightning International in partnership with CASBAA. It will be the industry's premier platform in 2015, bringing together buyers and sellers of high quality TV and video content as China tilts toward "going global". Is this shift a 'threat' or an 'opportunity'? **It is both.**

Topics will include:

- China as the world's second largest market by 2016
- To Pay or Not to Pay - Is a Lockdown Coming?
- Monetising Online and TV Businesses - New Dimensions
- The Ad-Funded Model
- The Online Video Behemoths - Whose Lunch Do They Eat?
- Investing - In and Out of China

The conference will serve as a top networking opportunity for industry participants and sponsors will be able to highlight their areas of focus during the event.

Guests include:

- Bruce Tuchman, President, **AMC Global and Sundance Channel Global**
- Pierre Cheung, **BBC Worldwide** – In Conversation
- Sara Jen, Director of Business Development, **Viki.com**
- Dennis Young, Founder and CEO, **Glocal Media**
- Kelvin Wu, Co-Founder and CEO, **AID Partners**
- Edwina Ngao, Territory Head, China, **A+E Networks Asia**
- Ming Chow, VP Digital Home, **Huawei**
- Jill Grinda, Head of Asia Sales, **Thomson Reuters**

James Ross, CEO, Lightning International said, "If you're in our industry, miss this conference at your peril. Our panelists will probe the intricacies of the Chinese market and tease out the puzzle."

"The China and the World event is testament to China's development as a global TV and online video powerhouse," said Christopher Slaughter, CEO, CASBAA. "It's a great opportunity for participants to find a dialogue on solutions."

Participation in China and the World is by invitation from CASBAA and Lightning International. For more details see www.chinaandtheworld.tv

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About Lightning International

LIGHTNING INTERNATIONAL is a content distribution, acquisition and consulting company. We find and distribute TV channels, Programmes, Movies and Formats within the Asia-Pacific region and around the world. The consumption of video in many forms continues to grow. Pay TV revenues in Asia increase around 10% a year, outpacing Europe and the US. LI's team has more than 30 years of TV experience in Asia. We offer a stepping stone into the fastest growing market for content owners, producers and broadcasters. We also advise and consult on a range of Content & Media Solutions and can develop your strategies for Asia. More information at www.lightninginternational.net.

About CASBAA

CASBAA is the association for multichannel TV in Asia. Established in 1991 CASBAA has grown with the industry to include digital multichannel television, content, platforms, advertising and video delivery. Covering Asia and encompassing some 500 million connections within a footprint across the region, CASBAA works to be the authoritative voice for multichannel TV promoting even-handed and market-friendly regulation, IP protection and revenue growth for subscription and advertising. For more information and to view the full list of CASBAA members, please visit www.casbaa.com.

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