



In association with



## Programme – Wednesday 10th June 2015

Swissotel, Shanghai

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| 9:00am  | <b>Registration</b>   |
| 9:30am  | <p><b>Welcome and Briefing - China's TV &amp; Online Video Market</b></p> <p>China is emerging as one of the world's largest markets across traditional TV, Pay-TV and online video. What are the factors driving the growth? Will it be able to keep its momentum going? What are the opportunities and challenges ahead?</p> <p>James Ross, CEO, Lightning International<br/>John Medeiros, Chief Policy Officer, CASBAA</p>  |
| 9:50am  | <p><b>In Conversation with</b></p> <p>Pierre Cheung, General Manager, Greater China, BBC Worldwide Asia</p> <p>Moderator: James Ross, CEO, Lightning International.</p>   |
| 10:10am | <p><b>In Conversation with...</b></p> <p>Sara Jen, VP of Content Partnerships; GM, Greater China, Viki.com</p> <p>Moderator: Tony Chow, Media Consultant</p>  |
| 10:30am | <b>Coffee Break</b>   |
| 11:00am | <p><b>To Pay or Not to Pay?</b></p> <p>TV content businesses face challenges from piracy all over Asia including China. China's regulator has begun a crackdown on internet piracy, and online providers seem to be focused more on officially-licensed content. But how effective has this been? What's the impact on the future of online video? What can be done to help reset the public agenda on piracy?</p> <p>William Feng, Country General Manager and Chief Representative, Motion Picture Association<br/>Yao Lanqiu, Deputy Director, Copyright Management, Shanghai Media Group<br/>Matthew Kurlanzik, Director, Government Relations, Asia, 21st Century Fox<br/>Bill Duff, the Political-Economic Section Chief, Consulate General of United States – Shanghai<br/>Yan Bo, Dep. Director, Copyright Mgmt Dept., CCTV; Chairman, Copyright Committee, ABU</p> <p>Moderator: John Medeiros, Chief Policy Officer, CASBAA</p> |
| 12:00pm | <b>Networking Lunch</b>   |
| 1:30pm  | <p><b>In Conversation with</b></p> <p>Mei Nie (Molly), Vice President, Hunan Broadcasting Station; Executive Director, Mango Media and Chair, Hunantv.com, Interactive Entertainment Media</p> <p>Moderator: James Ross, CEO, Lightning International</p>   |
| 2:00pm  | <p><b>Follow the Money – Monetisation of Online and TV Businesses</b></p> <p>Driven by the rise of multiscreen, mobile and Internet, TV viewing behaviour is changing drastically, creating opportunities to monetise online and TV beyond traditional advertising or Pay-TV's traditional subscription. What are the options available? Are there solutions with success in other markets but not yet in China? If so, what are their market potentials?</p> <p>Jill Grinda, Head of Asia Sales, Reuters News Agency (Thomson Reuters)<br/>Julia Song, Director, China, GroupM Entertainment</p>   |



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|        | Moderator: Patrick Frater, Asia Editor, Variety  |
| 2:45pm | <p><b>The Next Gold Mine: An Investor's View</b></p> <p>Investors' appetite for media is growing but what kinds of project do investors look for? What are the obvious and not-so-obvious success stories? How do they measure their return in the medium and long-term? What could be the next big thing in the media sector for investors?</p> <p>Deborah Mei, Partner, The Raine Group<br/>         William Bao Bean, Investment Partner, Asia, SOSventures<br/>         Gilbert Ho, Managing Partner, AID Partners</p> <p>Moderator: Bryan Curtis, Media Consultant</p>  |
| 3:30pm | <b>Coffee Break</b>  |
| 4:00pm | <p><b>The Race for Content – Competition for Viewer's Attention</b></p> <p>Despite differences in business models, online video sites and traditional broadcasters are competing for viewer's time and attention. To get ahead of the race, many online video sites have relied on importing foreign shows, mostly from the U.S, UK and South Korea. Is this strategy paying off? Can the industry grow the pie and create a win-win situation for all?</p> <p>Edwina Ngao, Territory Head, China, A+E Networks Asia<br/>         Binghua Song (Ben), GM of Entertainment Production Centre, YoukuTudou<br/>         Ethan Tang, Business Development Dir., China, Sesame Workshop<br/>         Maggie Zhou, BD Director, CMC Capital Partners</p> <p>Moderator: Patrick Frater, Asia Editor, Variety</p>                                  |
| 4:40pm | <p><b>Case Study of Syndication / Distribution with Ad Funded Model</b></p> <p>Leland Ling, CEO, LIC China<br/>         Fang Chang, SVP and GM, Discovery Networks Asia-Pacific (China)</p>  |
| 5:00pm | <p><b>In Conversation with</b></p> <p>Bruce Tuchman, President, AMC Global and Sundance Channel Global</p> <p>Moderator: James Ross, CEO, Lightning International</p>  |
| 5:20pm | <p><b>China Going Global – Opportunities and Challenges</b></p> <p>Many Chinese companies are flexing their muscles. 3 out of 10 Chinese companies named by Forbes as going global in 2015 are Internet giants including Alibaba, Baidu and Tencent. In what way can these companies expand their footprint in international market? Can they stay competitive overseas? What are the opportunities for small to medium-sized companies? What are the probable and the possible scenario of China going global in the year ahead?</p> <p>Bruce Tuchman, President, AMC Global and Sundance Channel Global<br/>         Dennis Young, Founder &amp; CEO, Glocal Media China<br/>         Kristian Kender, Partner/Business Development Director, China Media Management Inc.</p> <p>Moderator: James Ross, CEO, Lightning International</p> |
| 6:00pm | <b>End of Event</b>  |

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