



DRAFT AGENDA: DIGITAL & MUSIC MATTERS

21st -23rd May 2013, Ritz Carlton Singapore

Frances Moore, Chief Executive Officer, **IFPI**
Rob Wells, President, Global Digital Business, **Universal Music Group International**
Wendy Clark, Senior Vice President, Integrated Marketing Communications and Capabilities, **The Coca-Cola Company**
Taras Bugir, Worldwide Managing Director, Media and Cable, **Microsoft**
Chris Jacques, Chief Executive Officer, **M&C Saatchi**
Susana Tsui, Regional Vice President, **OgilvyOne Worldwide, Asia Pacific**
Mark Liversidge, Chief Marketing Officer, **CSL**
Axel Dauchez, Chief Executive Officer, **Deezer**
Chris Lin, Chief Executive Officer, **KKBOX**
David Ketchum, **Chairman**, ADMA and President, Asia Pacific, **Bite**
Richard Fraser, Regional Managing Director, **Proximity Asia, Middle East, Africa**
Ken Hong, General Manager, Weibo Marketing Strategy, **Sina**
Benji Rogers, Owner, **Pledge Music**
Thomas Crampton, Asia Pacific Director, **Social@Ogilvy**
Brad Ramsey, Director Consumer Marketing, **Google Asia Pacific**
Miguel Bernas, Director of Marketing, **SingTel**
Neeraj Roy, Managing Director and Chief Executive Officer, **Hungama Digital Media Entertainment**
Steven Kim, Joint Managing Director, Head Promoter, **Live Nation Korea**
Jeff Whatcott, Chief Marketing Officer, **Brightcove**
Tony McGinn, Chief Executive Officer, **Movideo**
Jeff Hughes, Chief Executive Officer, **Omnifone**
George Papadopoulos, General Manager, Consumer Digital Services, **JB Hi Fi Limited**
Simon Joyce, Chief Executive Officer, **MCM Media**
Graham Perkins, Director for Market Development, Asia, **Fender** and President, **Singapore Music Society**
Syaheed, Vice President & Treasurer, **Singapore Music Society**
Mike See, **Riot! Records**
Adam Wilkes, Senior Vice President, Music and Touring – Asia, **AEG Live**
Dan Teree, Chief Operations Officer, **Ticketfly**
Justin Sweeting, Music Director, **Clockenflap Festival, Ticketflap, Untitled Entertainment & Artist Voice Asia**
Michael LoJudice, **Modernsky**
Scarlett Li, Chief Executive Officer and Founder, **Zebra Media Group**
Teku Harada, Chief Executive Officer, **Pea Tix**
Nikhil Chandhok, Group Product Manager, **YouTube**
David Loiterton, Chief Executive Officer, **Omnifone**
Gary Chen, Chief Executive Officer, **Orca Digital**
Ruuben van den Heuvel, Head of Music Partnerships (APAC), **Google Play**
Susanna Ng, Regional Managing Director, **EMI Music Publishing Asia**



Sandy Montiero, President, **Universal Music International Group South East Asia**
Sami Valkonen, Head of International Music Licensing, Android, **Google**
Haji Taniguchi, President, **Avex Music Publishing** and Chairman **MPAJ**
Edmund Lam, CEO, **COMPASS**
John McLellan, Partner, **Haldanes**
Liam Donnelly, Head of International, North America, Asia Pacific & Caribbean, **PRS for Music**
Brandon Bakshi, Executive Director, Writer/Publisher Relations, Europe & Asia, **Broadcast Music Inc. (BMI)**
James Ross, Chief Executive Officer, **Lightning**
Florence Lian, Managing Director, Radio, **Mediacorp**
Guy Dobson, COO, **Austereo**
Rob Graham, Chief Executive Officer, **EON Media Group**
Gumilang Ramadan, Director, **PT Music Studios**
Mandar Thakur, Chief Operating Officer, **Times Music**
Ken Ohtake, President, **Sony Music Publishing (Japan)** and Executive Director, **Music Publishers Association of Japan**
Bernie Cho, President, **DFSB Collective**
Nick O'Byrne, General Manager, **Australian Independent Record Labels Association**
Millie Millgate, Executive Producer, **Sounds Australia**
Brett Murrphy, Chief Executive Officer, **Artist Voice**
Vijay Nair, Director, **Only Much Louder**
Vince Bannon, Vice President, Entertainment Partnerships & Development, **Getty Images**
Ernesto Elias, Manager, **Hype Music/ MTV**
Tom Foster, Head of Film & TV – Licensing, **Universal Music Publishing**
Russell Emanuel, Extreme Music
Andrew Morris, Owner, **Sound Merchants**
Tom Gates, Artist Manager, **Netzwerk Management**
Simon Wheeler, Director of Digital, **Beggars Group**
Prashant Bahadur, Vice President, Strategy, **The Orchard**
Bill Wilson, Vice President, Digital Strategy & Business Development, **NARM**
Yongbae Cho, Joint Managing Director, **Live Nation Korea**
Ralph Murphy, **ASCAP**

ARTIST PERFORMANCE BY GURRUMUL YUNUPINGU

Triple Platinum selling and multiple ARIA-winning artist Gurrumul Yunupingu. Described as “Australia’s Most Important Voice” by Rolling Stone Magazine. Gurrumul’s angelic voice connected with listeners worldwide including Elton John, will.i.am and Sting who are big fans. <http://www.youtube.com/watch?v=x8-YMpYbRqY>



DIGITAL MATTERS, 21st MAY 2013

Registration

Digital Matters Welcome Address

Microsoft Keynote

Taras Bugir, Worldwide Managing Direct, Media and Cable, **Microsoft**

AKAMAI SESSION

Advertising innovations: How are brands leveraging the power of online video marketing?

Video advertising can achieve maximum brand impact in minimal time by leveraging the power of sharing. What's the magic formula?

CASBAA PANEL

Digital Home Divine - My screen, my time

With more on-demand viewing on multiple devices within the home, what new opportunities will arise for monetizing content across platforms and connected devices?

BREAK

MOVIEO SESSION

Premium Video Publishing: commoditisation to customisation!

With a tsunami of video publishing online – how do you cut through and succeed? Clearly, access to content at the right cost is the key. When it comes to YouTube; can it be your 'premium video strategy', or should it be just one part of your premium video strategy?

Google Hangout with Amanda Palmer

LUNCH



MOBILE ENTERTAINMENT FORUM SESSION

Mobile TV: Is the Future Your Hand?

Digital media and technology leaders discuss connected viewing opportunities in the entertainment industry and how mobile online devices are interacting in the new 'norm' of the digital entertainment ecosystem.

Music Industry Keynote

Frances Moore, Chief Executive Officer, **IFPI**

BRIGHTCOVE SESSION

Sports Matters presents: Game On for Online Sports

Can sports continue to be the premium content winner in the digital future? What innovation and innovators can make the live game experience more meaningful through digital?

BREAK

ACCENTURE SESSION

Emerging Patterns of IPTV and OTT

IPTV and OTT are becoming a familiar part of the digital landscape, yet innovation continues to blaze a path of disruption across multiple device and experience types. What experience has been gained about digital content and its consumers so far? What does that suggest for the industry's future?

End of Digital Matters



MUSIC MATTERS, 22nd & 23rd MAY 2013

Music Matters Welcome Address

Singapore Music Society – One Year On

Content goes global: What are the challenges and opportunities in online videos?

With the mashup of high quality content and user generated content widely available online globally, has the art of creating compelling content changed? What are the monetizing structures for content owners and makers?

Keynote interview

Rob Wells, President, Global Digital Business, **Universal Music Group International**

BREAK

Future of Ticketing

Digital CEO session

Deezer interview

Axel Dauchez, Chief Executive Officer, **Deezer**

LUNCH

Artist Keynote Performance

Triple Platinum selling and multiple ARIA-winning artist Gurrumul Yunupingu. Described as “*Australia’s Most Important Voice*.” By Rolling Stone Magazine, Gurrumul’s angelic voice connected with listeners worldwide including Elton John, will.i.am and Sting who are big fans.

Asian Publishing 101 and Open Forum Q&A



BREAK

Canadian Blast

Social Media Matters presents: Does social media matter to business?

The importance of engagement and measurement for online video and digital entertainment. But what are the business metrics behind social media that justifies and ROI for brands and content owners?

Radio: Live and kicking

End of Music Matters Day One

Music Matters Day 2 Opening

Research Blast: Digital and Mobile Life 2013

Around the world in 8 Markets

5 minute overviews of the latest industry developments in key Asian markets

China
Indonesia
Taiwan
India
Korea
Japan
South East Asian Markets

Australia into Asia

The Art of Writing a Hit Song

Ralph Murphy, ASCAP

BREAK



K-Pop Tours the World: A Case Study Big Bang

How to place your music in TV, Film, and Commercials: Opportunities for artists in Asia Pacific

Metadata panel

Crowd Sourcing & Direct to Fan Marketing

Benji Rogers, Owner, Pledge Music

Sina Weibo interview