

THE ASIA **media** summit

MEDIA PARTNERS ASIA

SEPTEMBER 8, 2008

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THE ASIA MEDIA SUMMIT 2008

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A DELEGATE DETAILS

DELEGATE 1

Dr Mr Mrs Ms Miss

Surname: _____ First Name: _____

Job Title: _____

E-mail: _____ Tel: _____

DELEGATE 2

Dr Mr Mrs Ms Miss

Surname: _____ First Name: _____

Job Title: _____

E-mail: _____ Tel: _____

B ORGANISATION DETAILS

Organisation Name: _____

Industry: _____

Address: _____

City: _____ State: _____

Postal / Zip Code: _____ Country: _____

Primary Contact Person: _____

E-mail: _____

Tel: _____ Fax: _____

C PAYMENT DETAILS

I wish to register _____ (number of) delegates.

Total amount: US\$ _____

D PAYMENT METHODS

- Telegraphic Transfer
For clients based outside of Hong Kong, please pay by telegraphic transfer:

Account Name: Media Partners Asia Limited
Bank: HSBC
Bank Address: Lyndhurst Terrace Branch, Shop E,
G/F Lyndhurst Terrace, Central, Hong Kong
Account Number: 808 117 980 838
Swift Code: HSBCHKHHHKH
Bank Code: 004

- Cheque made payable to: Media Partners Asia Limited
 Credit Card
We will contact you for transaction processing.

REGISTRATION FEES

Per Delegate: US\$795.00

Group Discount:
50% off discount for the
3rd delegate and onwards

REGISTRATION CONFIRMATION AND FURTHER DETAILS

Please send your
registration to:

Lavina Makhijani
Client Services Manager
Media Partners Asia Ltd.
Suite 205, The Centre Mark
287-299 Queen's Road Central
Hong Kong

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Fax: +852 2815 8730
lavina@media-partners-asia.com
www.media-partners-asia.com

CANCELLATIONS AND SUBSTITUTIONS

Cancellations received in writing
before September 1, 2008, will incur
a charge of US\$250.00. After this
date no refunds will be made,
but substitutions will be accepted
at no extra charge. We would
appreciate prior notification of
substitute participants.

SUMMIT VENUE

Four Seasons Hotel Hong Kong
8 Finance Street
Central, Hong Kong
Tel: +852 3196 8888
Fax: +852 3196 8899
<http://www.fourseasons.com/hongkong/>

HOTEL ACCOMMODATION

A limited number of guest rooms are
available at discount rates on a first-come-
first-served basis. Contact MPA for details.

OVERVIEW

Macro concerns may be clouding advertising visibility in Asia media but pioneers, innovators and dozens of new entrants are investing for a long-term future with the focus on successful execution in the short term. The Asia Media Summit examines how the strategic media roadmap will unfold over the next few years. Who will be the key agents of change and who will benefit from these shifting market dynamics? Some of the leading lights in Asia will highlight the complex roots and dynamics of media development, as traditional networks surge in India, digital transforms China, Asian firms step up regionally and global players eye local audiences.

AGENDA

Morning

08:00 – 09:00 **Registration**

09:05 – 09:30 **Opening Remarks & Overview**
Media Partners Asia

Key Themes

Inflation and macro issues are clouding earnings visibility in the media space, making execution rather than M&A the order of day. MPA discusses the outlook for advertising expenditure growth over the next few years and evaluates the key factors determining investment, growth and profitability.

09:30 – 10:40

Opening Panel: Winning Models, Footprint And Access

Paul Aiello, CEO, STAR Group

Steve Marcopoto, President & MD, Turner Broadcasting Asia Pacific

Victor Visot, CEO, Hachette Filipacchi Asia

Angela Mackay, Executive Director, Head of Asia Pacific, Financial Times

Sander Hamersma, Head of TMT Investment Banking, Barclays Capital

Key Themes

Global media majors have worked hard to introduce regional brands into Asia and more significantly, grow local brands in key markets. Local competition is becoming intense while fragmentation and regulation are increasing concern. This means that the cost of capital is growing along with risk. Our panel discusses what it takes to develop and execute winning strategies in regional media.

10:40 – 11:00

Tea & Coffee

11:00 – 12:10

China, A Digital Transformation

SY Lau, EVP, Online Marketing Services & Corporate Branding, Tencent

Stanley Cheung, MD, The Walt Disney Company, Greater China

Erik Johnson, Regional General Manager - Microsoft Advertising, Greater China

Anthony Tse, CEO, Cosmedia Group

Lawrence Wan, General Manager, Omnicom Media Group Digital, China

Key Themes

Innovative players throughout the digital value chain are getting the eyeballs and scale of audience with such effectiveness that advertisers have to sit up and take notice. As digital distribution pipes multiply, demand for quality content has never been higher. Local online and satellite TV outlets are looking to capitalize while non-toxic global majors size up new opportunities. Our panel evaluates the prospects for content growth in the digital world and discusses which models and networks will prevail in terms of monetization.

12:10 – 12:40

In Focus: Asia's Rising Star

Presentation and In Focus discussion with
Hary Tanoesoedibjo, CEO, Media Nusantara Citra

Key Themes

Media Nusantara Citra (MNC) owns three of the most popular TV stations in Indonesia, as well as a big local TV production business, pay-TV, print, radio and mobile. More recently, MNC has entered China, owning and operating businesses focused on satellite TV, digital TV and wireless value added services. What will be the costs of expansion at home and abroad? MNC's Hary Tanoe provides the answers.

12:40 – 13:50

Lunch Hosted By



Afternoon Session

13:50 – 15:20

India, The Anchor To Asian Aspirations

Presentation and In Focus discussion with

13:50 – 14:20 Punit Goenka, CEO, Zee Entertainment Enterprises

14:20 – 14:50 Sameer Nair, CEO, NDTV Imagine

14:50 – 15:20 Indrani Mukerjea, CEO, INX Media

Key Themes

The economic growth engine that has fuelled the expansion of Indian media in recent years is showing signs of short-term splutter, but the competition and increasing investment that defines the media sector is showing no signs of stopping. Our speakers size up today's incumbents and how they plan to grow, expand and diversify. What level of risk is there for the new entrants? How do they seek to differentiate, disrupt and deliver?

15:20 – 15:50

Risk And Reward: The Base for Investment

Presentation and In Focus discussion with
Alex Harvey, Global Head of TMET, Macquarie Capital Advisers

Key Themes

Private equity companies and financial investors have acquired several controlling positions in media assets all over Asia. Macquarie's Alex Harvey discusses the rationale behind his group's investments and future ambitions. What, apart from capital, do they bring to the table? How do they balance risk with reward?

15:50 – 16:10

Tea & Coffee

16:10 – 16:40

In Focus: Primed For Success

Presentation and In Focus discussion with
Abdul Rahman Ahmad, CEO, Media Prima

Key Themes

A winning formula that has underpinned the success of Malaysian media group Media Prima may need a rethink, as its quest for growth takes CEO Abdul Rahman Ahmad into uncharted territory. From a profitable base in Malaysian TV and print, Rahman is taking Media Prima into digital media, while also looking to acquire regional and international media assets.

16:40 – 17:50

Closing Panel: Managing Growth And Market Share In The Age Of Fragmentation

Lucas Chow, CEO, MediaCorp

Tom Keaveny, CEO & MD, Discovery Networks Asia

Ward Platt, President (Asia Pacific & Middle East),

Fox International Channels and National Geographic Channels International

Alan Lammin, Publishing Director, Time Asia

Ken Mandel, MD, Yahoo! Southeast Asia

Rob Hughes, Global Managing Partner (Motorola), MindShare

Key Themes

Modernity, fragmentation and the localized tastes of both niche and mass consumers increasingly show no respect for trusted blueblood brands and producers of quality content. How do companies manage growth expectations and market share as competition and fragmentation intensifies and regional regulation limits investment options?

17:50 – 18:00

Closing Remarks

18:00

Reception Hosted By

