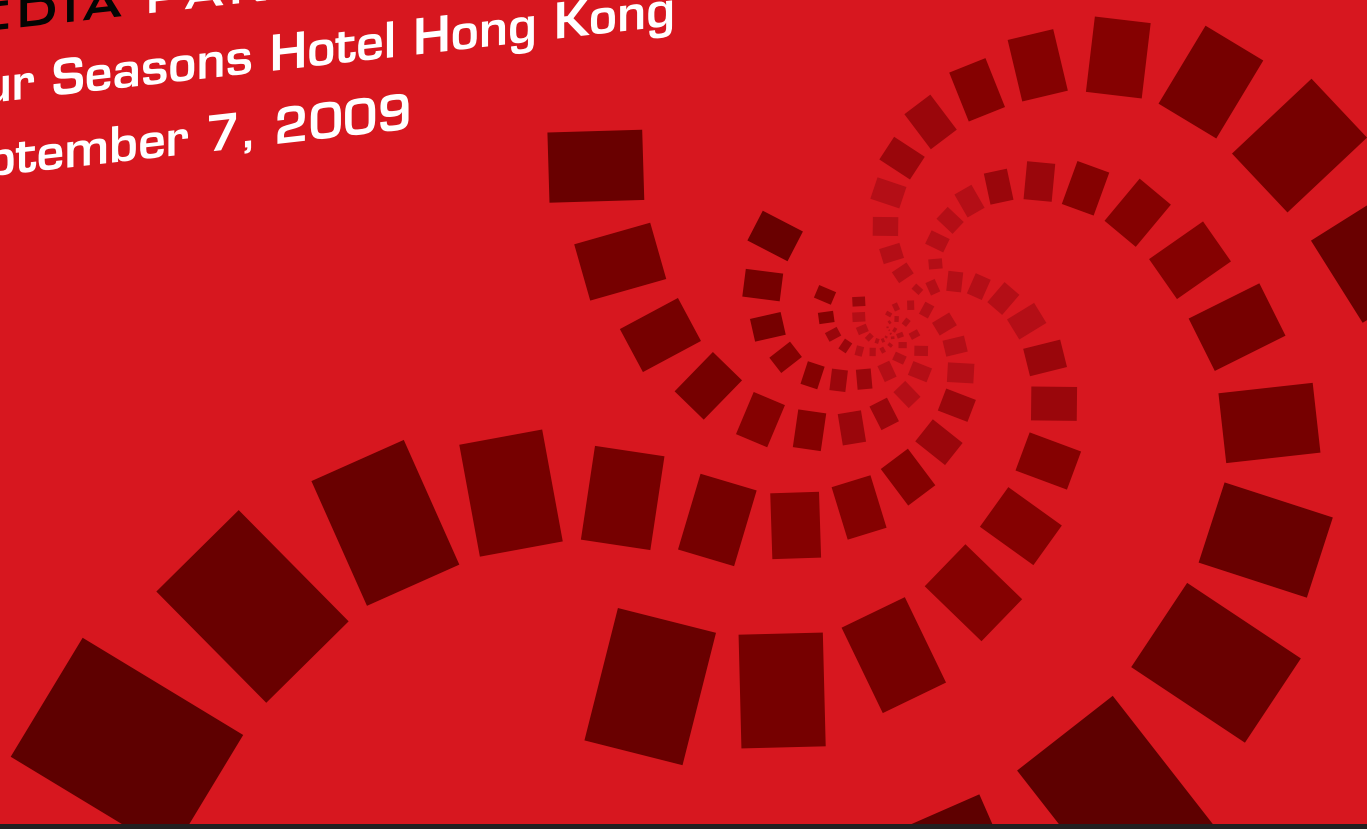


# THE ASIA media summit

MEDIA PARTNERS ASIA  
Four Seasons Hotel Hong Kong  
September 7, 2009



Organized by



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THE ASIA MEDIA JOURNAL



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## FUTURE-PROOF BUSINESS MODELS

The fallout from the economic crisis, intensified by competition and fragmentation, is reshaping the Asia media map.

Advertising will fall by more than 3% in net terms during 2009, according to the latest analysis from Media Partners Asia (MPA), though a swift recovery is predicted for 2010 and long-term sustainable growth is likely after 2011.

Nevertheless earnings visibility has moderated significantly, as advertising growth softens and the costs of content, expansion and competition remain high. At the same time, the current state of financial markets makes it tough to access new capital needed for fast-growing emerging media markets.

For strategic media owners and savvy financial investors expanding into profitable media sectors and high-growth markets, today's slivers of opportunity could turn into tomorrow's pots of gold.

The question is where to expand and grow, and how to finance such growth?

The second **Asia Media Summit** (AMS 2009) brings together leading media owners, distributors and investors from China, India, Japan and Southeast Asia to gauge the future catalysts of capital, content and consolidation, as well as the impact of secular trends for print, television and online media.

Organized by Media Partners Asia (MPA), and capitalizing on MPA's unique client relationships with media companies and agencies around the world, AMS 2009 offers unrivalled networking opportunities as Asia's premium platform for content, marketing and communications.

## AGENDA

- 09:00 – 09:10                      **Summit Welcome & Introduction**
- 09:10 – 09:30                      **Media Trends For The Future**  
MPA's latest analysis of advertising, content and distribution in 16 regional media markets
- 09:30 – 10:20                      **Beyond 2009: The Next Growth Opportunities**  
Grant Ferguson, Group CFO, Astro All Asia Networks  
Richard Shim, EVP, CJ Media  
Hary Tanoesoedibjo, Group CEO, Global Mediacom/Media Nusantara Citra  
Ben Way, MD, Macquarie Korea Opportunity Fund
- 10:20 – 10:40                      **Tea & Coffee**
- 10:40 – 11:05                      **Incubating Innovation, Driving Growth**  
Haoyu Shen, VP Business Operations, Baidu
- 11:05 – 12:00                      **From Niche To Mainstream: Digital Media Leaders Change Their Game In China**  
Clive Ng, Founder & Executive Chairman, China Cablecom  
Ken Yeung, CEO & Executive Director, TOM Group  
William Bao Bean, Partner, Softbank China & India Holdings  
Pushkar Sane, Chief Digital Officer, North & South Asia, Starcom MediaVest Group
- 12:00 – 12:35                      **Japan: A Giant In Transition**  
Tomoyuki Moriizumi, President, Jupiter Telecommunications
- 12:35 – 13:50                      **Lunch Hosted by**



- 13:50 – 15:00**                      **India: After the Correction. New Markets for Content, New Dynamics for Distribution.**  
Rajesh Kamat, CEO, Colors  
Uday Shankar, CEO, Star India  
Bharat Ranga, CEO, International Business, Zee Entertainment
- 15:00 – 15:40**                      **Hong Kong TV: Head to Head**  
William Kwan, CFO, i-CABLE Communication  
Janice Lee, EVP, TV & New Media, PCCW  
Ivy Wong, COO, TVB
- 15:40 – 16:00**                      **Tea & Coffee**
- 16:00 – 16:25**                      **A New Media Model That Works**  
Nick Wrenn, VP Digital Services, CNN International
- 16:25 – 17:05**                      **Foundations For A Multi-Platform Future**  
Angela Mackay, Executive Director, Head of Asia-Pacific, Financial Times  
Victor Visot, CEO, Lagardere Active  
Mark Inkster, MD, Microsoft Online Services Group, Southeast Asia  
Andrew Butcher, Publishing Director, Asia-Pacific, Time and Fortune
- 17:05 – 17:45**                      **Progressive Paths for Pay-TV**  
Alan Hodges, Managing Director, Asia-Pacific, AETN International  
Tom Keaveny, EVP & Managing Director, Discovery Networks Asia-Pacific  
Ward Platt, President, Asia, Fox International Channels  
Thomas Ee, CEO, Taiwan Broadband Communications
- 17:45 – 20:00**                      **Cocktails Hosted By** 

## A DELEGATE DETAILS

### DELEGATE 1

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_

To register more than 1 delegates, please use the space on the next page.

## 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. (Visa and Master card only)

## REGISTRATION FEES

Per Delegate: US\$595.00  
Group Discount:  
50% discount for the  
3rd delegate onwards  
*MEDIA ROUTE 26* subscribers:  
10% discount for first two delegates

## 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  
T: +852 2815 8710 / F: +852 2815 8730  
lavina@media-partners-asia.com  
www.media-partners-asia.com

## CANCELLATIONS AND SUBSTITUTIONS

Cancellations received in writing  
before September 1, 2009, 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  
T: +852 3196 8888  
F: +852 3196 8899  
<http://fourseasons.com/hongkong/>

## HOTEL ACCOMMODATION

A limited number of guest rooms are  
available at discount rates on a first-come-  
first-served basis. Please click here.

[CLICK HERE TO SUBMIT FORM](#)

— OR —

[FAX TO +852 2815 8730](tel:+85228158730)

## A DELEGATE DETAILS

### DELEGATE 2

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_

### DELEGATE 3

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_

### DELEGATE 4

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_

### DELEGATE 5

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_

### DELEGATE 6

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_

### DELEGATE 7

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_

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Please send your registration to:

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Client Services Manager

Media Partners Asia Ltd.

Suite 205, The Centre Mark

287-299 Queen's Road Central, Hong Kong

T: +852 2815 8710 / F: +852 2815 8730

[lavina@media-partners-asia.com](mailto:lavina@media-partners-asia.com)

[www.media-partners-asia.com](http://www.media-partners-asia.com)

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