

ASIA PACIFIC PAY-TV OPERATORS SUMMIT

AYANA RESORT, BALI | MAY 11-13, 2011

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INTRODUCTION

The Asia Pacific pay-TV industry, a US\$38 billion franchise, has entered a vital third decade in which it needs to refocus on its main constituents: more than 1.1 billion consumers spread across 16 markets in approximately 370 million homes.

These are critical times. Pay-TV operators in established, revenue-generative markets are retooling networks and capitalizing on new modes of distribution and technological change to meet shifting consumer demand and the challenges of intensifying competition. In key Asian geographies, the risks and rewards are immense, as stakeholders grapple with content investment, consolidation, capitalization, regulation and pricing power.

These challenges, solutions and future partnerships inform the strategic agenda at the second annual Asia Pacific Pay-TV Operators Summit (APOS) 2011, organized by Media Partners Asia (MPA). We bring together more than 50 pay-TV operators serving approximately 200 million homes, with the spotlight on platform heads striving to conquer the consumer and build closer connections with channel brands, content producers and technology enablers, while forging tight links with investment communities.

Encouragingly, the adoption of digital technology continues to grow across the region with more than 150 million digital pay-TV homes in 2010, the bulk from China and India, set to grow to more than 380 million by 2015. The growth implies a capital expenditure of approximately US\$11 billion in aggregate, about US\$2.2 billion every year.

At the same time, the proliferation of broadband will also have a massive impact for multi-play pay-TV operators as well as owners of content. Indeed, by 2015 there will be more broadband users than pay-TV subscribers (~540 mil. versus ~510 mil.), though most of the broadband base will be driven through mobile networks and at less than optimal speeds.

The proliferation of broadband and digital technology means nothing without content, and this is an area where the pay-TV business has some of its greatest challenges and opportunities. During 2010, according to MPA analysis, pay-TV operators spent approximately US\$6.5 billion on programming, reasonable but could be better considering approximately 55% of this spend was driven by pay-TV operators in Australia and Japan, two of the region's highest-value digital markets. Indeed, the leading pay-TV operator in Australia spends more on content in a single year than the entire Indian distribution marketplace, which has 115 million homes but is low in value creation and profit.

These are all challenges that need to be met and conquered. To be sure, the growth of digital infrastructure is an important catalyst, as it helps unlock capital to invest in product innovation and content. At APOS 2011, we learn about how and where it can be executed with the greatest skill and impact. Thank you to our honored and distinguished speakers from government and industry, to our sponsor companies, association partners and delegates.

Enjoy the show!

AGENDA

May 11

18:00 – 20:30 Welcoming Reception at Chandra Surya

Host  Disney Media Distribution

May 12

Conference Sessions, Ayana Ballroom

08:00 – 09:00 Breakfast Buffet at Ballroom Foyer

Host  NDS

09:05 – 09:10 Introduction

09:10 – 09:30 Opening Address

Governments, all too aware of the costs of acquiring and creating digital content and building digital infrastructure, are slowly but surely liberalizing policy and putting in place a framework to encourage investment, growth and IP protection.

Guest Speaker

Drs Syukri Batubara, MH, Director General Ministry of Information & Communications

09:30 – 09:50 Industry Overview & Key Themes

Vivek Couto, Executive Director, Media Partners Asia

09:50 – 10:20 Keynote and Q&A – Redefining the Entertainment Proposition

Collapsing windows, the proliferation of broadband and piracy provide both opportunity and challenge for pay-TV. We engage a market innovator on how challenges are being overcome to create value and growth for distribution platforms.

Speaker

Ben Pyne, President, Global Distribution, Disney Media Networks

10:20 – 10:40 Tea & Coffee, Ballroom Foyer

Courtesy 

10:40 – 12:00

In Focus Q&A: Firing Line

Foxtel, Astro and DirecTV are amongst the most innovative, high value and fast-growing digital pay-TV platforms in the world. We focus on how each is managing growth, new challenges and competitive dynamics to deliver consumer value.

Speakers

Kim Williams, CEO, Foxtel
Rohana Rozhan, CEO, Astro
Bruce Churchill, President, DirecTV Latin America

12:00 – 12:30

In Focus Q&A: Firing Line

We engage a market leader on leveraging libraries, investing in localization and regionalization and keeping pace with technological change to grow the pay-TV business.

Speaker

Mark Hollinger, President & CEO, Discovery Networks International

12:30 – 14:00

Opening Lunch at Padi Restaurant

Host



14:00 – 15:10

India: A New Distribution Code for the Digital Decade

Policy evolution, market rationalization and product differentiation will be key drivers of value in Asia's largest pay-TV market over the next decade. We engage the leaders in the value chain.

Speakers

Uday Shankar, CEO, Star India
Jawahar Goel, MD, Dish TV India Ltd
Sameer Manchanda, Chairman, Den
Manu Sawhney, MD, ESPN Star Sports
Harit Nagpal, CEO, Tata Sky
Ravi Mansukhani, CEO, Indusind Media and Communications

15:10 – 15:55

Capitalizing on the Digital Consumer

The digital consumer is increasingly demanding with a wish list that stretches beyond TV channels and remote controls. We look at how technology, content and product roadmaps are evolving to allow media and telecom distribution platforms to best capitalize and profit.

Speakers

Peter Papaioannou, Operations Director, Cable & Video Solutions, Cisco

Neil Montefiore, CEO, StarHub

Goh Seow Eng, Chief, SingTel Digital Home Division

Jeremy Kung, EVP of New Media, Telekom Malaysia

15:55 – 16:10

Tea & Coffee, Ballroom Foyer

Courtesy 

16:10 – 16:50

China: Cable's Role in Shaping Triple-Play Digital Convergence

Consolidation, M&A, next-generation broadcasting and China's three-network convergence plan are creating new opportunities for cable companies. We speak to some of the largest players on how investment, content and network can come together to help develop the pay-TV sector.

Speaker

Jiang Qinghan, President, China Cable Network

Panelists

Liu Jiu Ping, SVP, Oriental Cable Network

Luo Yi, SVP, Sichuan Cable Network

Graham E. Hollis, EVP (Asia), Liberty Global Inc

16:50 – 17:30

Pushing Digital to New Frontiers

New digital technologies have arguably underperformed in spite of being oversold. In certain markets, HDTV is an affordable reality and growing but challenges remain, while the obstacles to 3DTV appear to be growing. What are the future drivers of next-generation DTV?

Speakers

Kurt Riegelman, SVP, Global Sales, Intelsat

Darby Sanchez, CEO, GlobeCast Asia

Gurjeev Singh Kapoor, CEO, Star Den Media Services

Olivier Laouchez, Co-Founder, Chairman & CEO, Trace TV

17:30 – 18:30

Champagne Toast, Ballroom Foyer

Courtesy 

19:30 – 22:30

Evening Reception & Gala Dinner at Chandra Surya

Host 

22:30 – 01:00

Party at Rock Bar

Host 

May 13

Conference Sessions, Ayana Ballroom

08:00 – 09:00

Breakfast Buffet at Ballroom Foyer

Host  **NDS**

09:00 – 10:20

In Focus Q&A: Firing Line

We engage three pioneers in content, distribution and technology in stimulating one-on-one conversations to assess the long-term growth of the pay-TV business.

Keynotes (in order of appearance)

Charles W. Ergen, Chairman & CEO, Dish Network

Hernan Lopez, President & CEO, Fox International Channels

Dr. Abe Peled, Chairman & CEO, NDS Group

10:20 – 10:50

In Focus Q&A: Driving Content Value at Networks

In the third decade of Asian pay-TV, we evaluate how content creators aim to increase value for platforms in Asia and expect to profit and prosper in the future.

Speaker

Pierluigi Gazzolo, COO, Viacom International Media Networks

10:50 – 11:10

Tea & Coffee

11:10 – 12:10

Southeast Asia: Capitalizing on Growth Where it Counts

Southeast Asia markets are generally pools of profit and joy for terrestrial networks but still frustrating for pay-TV. This is slowly changing in certain markets; we explore the scope for a new dynamic and a more aggressive shift in the way in which these markets evolve.

Panelists

Rudy Tanoesoedibjo, President Director, MNC Sky Vision

Tanawat Wansom, President, MCOT

Rodrigo P. Montinola, Head Of Marketing, SkyCable

Paul Robinson, MD, KidsCo Television

Francois Moreau de Saint Martin, CEO, Viaccess

Anshuman Misra, SVP, Turner International Asia Pacific

12:10 – 13:00

Korea: Digital Dynamism versus Corrosive Competition

The two largest groups in digital pay-TV today present and discuss themes about future competition, new content, new products and the role of pay-TV in the marketplace.

Speakers

William Bae, VP, CJ HelloVision

Young-lyoul Lee, Head of Olleh TV & SVP, KT Corp

13:00 – 14:00

Lunch at Padi Restaurant

Host 

14:00 – 14:40

Taiwan: Reregulation or Digital Renaissance?

M&A and digital upgrades are positive but a new era of rate reregulation is upon us. As platforms strive to meet digital targets, where is the content and the returns to drive future business?

Panelists

Leon Lu Jung-Hwei, CFO, Kbro

Chuck McElroy, CEO, China Network Systems

Mike Ivanchenko, SVP & GM, Asia Pacific, Nagra

14:40 – 15:30

Pay-TV's Investment Profile

We focus on how operators in emerging and mature markets can unlock capital and value creation; we highlight significant growth areas for pay-TV and broadband operators.

Panelists

Hary Tanoesoedibjo, CEO, MNC Group

Sander Hamersma, Head of TMT Asia Pacific, Barclays Capital

Brahmal Vasudevan, MD, ChrysCapital

Tony Holt, Executive Director and Co-Head, TMET, Macquarie

Gregory Thiery, Head of Southeast Asia Media & Communications, Morgan Stanley

15:30 – 15:40

Tea & Coffee

15:40 – 16:20

Local Advertising: A Path to Profit

Local advertising sales could be a valuable source of revenue for operators and channel providers at marginal cost. We examine the drivers behind this potentially lucrative opportunity, gaining insight into successful strategies, challenges and case studies.

Speakers

Brian Gallagher, CEO, Ignite Media Brands
Ranjana Singh, Technical Advisor, GroupM Indonesia
Ranga Somanathan, CEO, Starcom MediaVest Group Malaysia

16:20 – 17:20

Re-examining the Entertainment Proposition in a Broadband World

Studio product faces challenge and opportunity in equal measure, as media and telecom distributors and content providers grapple with new windows, shifting consumer demand, disruptive technologies and growing piracy.

Speaker

Jon Feltheimer, Co-Chairman and CEO, Lionsgate Entertainment Corp.

Panelists

Janice Lee, MD of TV & New Media, PCCW Now TV
Jonathan Spink, CEO, HBO Asia
Ross Pollack, CEO, Celestial Pictures
Noel Matthews, Head of Business Development, CTO Solution Area TV, Ericsson
Steve Oetegenn, Chief Sales and Marketing Officer, Verimatrix

17:20 – 17:40

Closing Address

Ir. H. Tifatul Sembiring, Minister,
Ministry of Communication and Information Technology, Republic of Indonesia

19:00 – 22:00

Closing Finale at Champa Garden

Host 

22:30 – 01:00

Celebration at Rock Bar

Hosts  

SPEAKER BIOGRAPHIES, COMPANY PROFILES

Ir. H. Tifatul Sembiring, Minister, Ministry of Communication and Information Technology, Republic of Indonesia

Ir. H. Tifatul Sembiring, Minister of Information and Communication, was President of Partai Keadilan Sejahtera (PKS) between 2005-2010. In 2009 he was appointed as Minister of Information and Communication, Republic of Indonesia. His educational background includes Sekolah Tinggi Ilmu Manajemen Informatika dan Komputer (STI&K) in Jakarta and the International Politic Center for Asian Studies Strategic Islamabad in Pakistan.

The Ministry of Communication and Information Technology (MCIT) was established in 2005 as a result of integration of three separate institutions. Its missions are: to enhance the capacity of information service and empower community towards information based society; to improve the coverage of post infrastructure, communication and IT; to enhance cooperation and partnerships; to improve human resources to enhance professionalism and knowledge in terms of communication and IT; and to increase monitoring quality towards the implementation of good governance.

Ben Pyne, President – Global Distribution, Disney Media Networks



Ben Pyne is president, Global Distribution, Disney Media Networks. Promoted to this role in June 2007, he has chief responsibility for the international distribution and sales of entertainment and news content produced by The Walt Disney Company. This includes all feature films, television series, kids' programming, made-for-TV movies, miniseries, news documentaries, TV animation and direct-to video content – and their distribution to all platforms, including the burgeoning video-on-demand (VOD) and broadband markets. He also oversees domestic distribution of the company's television content handled by Disney-ABC Domestic Television, international content distribution through Disney-ABC International Television, and is responsible for the ABC Television Network's Affiliate Relations department as well as the Disney & ESPN Media Networks Affiliate Sales and Marketing team. Ben has a Bachelor of Arts degree from Princeton University and an MBA from Harvard Business School.

The Walt Disney Company (NYSE: DIS) is a leading diversified international family entertainment and media enterprise with four business segments: media networks, parks and resorts, studio entertainment and consumer products. The Disney Media Networks segment comprises a vast array of broadcast, cable, radio, publishing and Internet businesses. Key areas include: Disney-ABC Television Group, ESPN Inc., Walt Disney Internet Group, ABC owned television stations, and a supporting headquarters group. Marketing, research, sales and communications functions also exist within the segment.

Kim Williams, CEO, Foxtel



Kim Williams has been chief executive of Foxtel since December 2001. He has had a long involvement in the arts and entertainment industry in Australia as well as internationally, and has held various executive positions. These include chief executive posts at Fox Studios Australia, the Australian Film Commission, Southern Star Entertainment and Musica Viva Australia. He was also a senior executive at the ABC. Mr. Williams has held numerous commercial and public board positions over the last 35 years, including foundation chairman of the Australian Film Finance Corp., which he founded in 1988. He has been chairman of the Sydney Opera House since 2005 and was appointed as a member in the Order of Australia in June 2006. In October 2009 he was awarded an honorary doctorate of letters honoris causa by Macquarie University for his contribution to the arts and entertainment.

Foxtel is Australia's leading pay-TV provider, delivering more than 200 channels covering news, sports, general entertainment, movies, documentaries, music and children's programming to more than 1.63 million households through cable and satellite. Leading Australian telco Telstra owns 50% of Foxtel, while News Corp. and Consolidated Media Holdings (CMH) each own 25%. Telstra also owns Foxtel's HFC cable network. Foxtel directly employs about 2,100 people, and another 1,700 workers are engaged in Foxtel's national sales and installation services. Foxtel is driving innovation in the pay-TV marketplace with annual investments of more than A\$1 billion in programming as well as additional investments in next generation technologies and new products.

Rohana Rozhan, CEO, Astro



Rohana Rozhan is the CEO of Astro, one of Southeast Asia's leading media groups, a position she has held since 2006. Prior to her appointment as CEO, Rohana was the Group's CFO and was instrumental in Astro's listing in 2003. As CEO, Rohana is committed to enabling a winning team, comprising dynamic talents and the best in class, across the business to ensure that the company grows from strength to strength. Under her leadership, Astro has delivered Malaysia's first HD and 3D pay-TV services. Rohana holds a Bachelor of Arts (Hons) Accounting & Economics degree from the University of Kent in Canterbury, UK. She holds memberships to a number of accountants' associations such as the Chartered Institute of Cost & Management Accountants (CIMA) in the UK and the Malaysian Institute of Accountants (MIA). She has also been a member of the Malaysian Association of Corporate Treasurers (MACT) since 1997. Rohana completed the Advanced Management Program at Harvard Business School in 2006.

Astro is Malaysia's leading cross-media group with significant presence in DTH TV services, commercial radio and TV programming. Astro's subscription TV service began in 1996, and it now broadcasts in four languages to more than 3 million households in Malaysia. The Group also operates eight FM terrestrial radio stations in Malaysia. Through subsidiary Celestial Pictures, Astro owns the world's largest Chinese film library. In India, Astro has invested in a JV to provide DTH satellite services, provides studio infrastructure and airtime marketing consultancy services, and owns 20% of South Asia FM Ltd., which has licenses to own and operate 23 FM radio stations. Astro continues to be the leading provider of home entertainment in Malaysia with 156 channels, of which 12 are HD. Astro also offers on-demand and interactive local and multilingual content, enhanced PVR services through Astro Beyond and the latest movies through Astro First, an innovative on-demand movie service.

Bruce Churchill, President, DirecTV Latin America



Bruce Churchill is president of DirecTV Latin America and News Enterprises for DirecTV Inc. In his role, Mr. Churchill is responsible for overseeing the DirecTV Latin America business encompassing activities in all the major territories in Latin America and the Caribbean regions. The company's largest operations are in Brazil, Mexico, Argentina, Venezuela, Peru, Puerto Rico, Chile and Colombia. He also oversees the development of new business opportunities for both DirecTV US and DirecTV Latin America. Bruce first joined DirecTV as CFO, where he was primarily responsible for refocusing the company on its direct-to-home business. Prior to joining DirecTV, he was the president and CEO of Star Group Ltd, a Hong Kong-based satellite television company wholly operated by News Corp. He joined News Corp. as Fox Inc. CFO in 1994. Mr. Churchill holds a bachelor's degree in American Studies from Stanford University, and a master's degree in business administration from Harvard University.

DirecTV (NASDAQ: DTV) delivers state-of-the-art video services to more than 28 million customers across the US and Latin America. In the US, DirecTV offers its more than 19 million customers access to over 160 HD channels, Dolby Digital 5.1 theater-quality sound, exclusive sports programming such as NFL Sunday Ticket and award-winning technology such as its DirecTV DVR Scheduler. DirecTV Latin America, through its subsidiaries and affiliate companies, delivers the digital television experience to more than 9 million customers across the region.

Mark Hollinger, President & CEO, Discovery Networks International



Mark Hollinger oversees the strategic development and daily operations of Discovery's international division, which distributes 19 media brands to nearly 1 billion subscribers in more than 170 countries across the UK, Europe, Asia, Latin America, the Middle East and Africa. Prior to assuming leadership of Discovery Networks International, from January 2008 to December 2009, Mark served as Discovery Communications' COO, overseeing several internal departments including Discovery Commerce, Discovery Studios, the Discovery Films unit and Discovery's internal content production operations. He was also responsible for overseeing corporate operations, encompassing information technology, media services, administration, business affairs, corporate communications, corporate marketing and research, and production management. Mark joined Discovery in 1991 as vice president and deputy general counsel. Before joining Discovery, Mark was a senior associate at the entertainment department of the law firm Paul, Weiss, Rifkind,

Wharton & Garrison in New York City. He also lectured on entertainment law at Columbia Law School. Hollinger received his JD from Yale Law School, and he holds a Bachelor of Arts degree (summa cum laude) in history and political science from Colgate University.

Discovery Networks International operates one of the most extensive international television businesses in the media industry, delivering quality content designed to inform, entertain and inspire the world. Led by flagship network Discovery Channel, Discovery distributes 23 international television brands, including Animal Planet, TLC, Discovery Travel & Living, Discovery Home & Health and Discovery Real Time, DMAX, Discovery Science, Discovery World, Discovery HD, Discovery Historia, Discovery History, Discovery Turbo and Investigation Discovery (ID). The company employs an extensive localization strategy by offering customized schedules and programming in over 40 languages worldwide via more than 140 distribution feeds, reaching over 1 billion cumulative subscribers in more than 200 countries.

Uday Shankar, CEO, Star India



Uday Shankar is CEO of Star India, a wholly owned subsidiary of News Corporation. Star is India's No. 1 media entertainment company reaching out to more than 160 million people across India and over 65 countries in the world. Since taking over, Uday has led the company's transformation to an integrated media company with a leading presence in regional broadcasting, film production, cable, DTH and home shopping. He also manages Star's international businesses. Uday joined Star India in April 2007 as COO, and was promoted to CEO in October 2007. Prior to joining Star India, he was CEO and editor of MCCS, which operates Hindi news channel Star News, No.1 Bengali news channel Star Ananda and No.1 Marathi news channel Star Majha. Uday joined MCCS in February 2004 from the TV Today group where he was the editor and news director, spearheading the launch of Aaj Tak in 2000 and Headlines Today in 2003. Before that, he was in charge of establishing Sahara TV's news operations. He started his career as a political journalist with the *Times of India* and later went on to specialize in environment. He was also an associate director of the prestigious Centre for Science and Environment. Uday holds an M.Phil in Economic History from the Jawaharlal Nehru University, Delhi.

Star India has been providing television services in the country since economic reforms began in 1991. Since then, Star India has developed into a leading television network with a national footprint. Star India is one of India's most diversified media companies, broadcasting in seven languages. Star Plus, Star India's flagship Hindi GE channel, broke ground with the launch of *Kaun Banega Crorepati*, the Indian version of *Who Wants To Be a Millionaire*, in 2001. Its other leading channels include Bengali GE channel Star Jalsha and Malayalam GE channel Asianet. Star India has also taken its channels to a global audience. Star India has also built alliances with an array of entities to augment its business. Its investments include cable (Hathway), DTH (Tata Sky), distribution (Star DEN), Southern-language broadcasting (Star-Jupiter), filmed entertainment (Fox Star Studios), news (MCCS) and home shopping (Star-CJ).

Jawahar Goel, MD, Dish TV India Ltd



As MD for Dish TV, Jawahar Goel has guided the company along its growth to make it one of Asia's largest DTH service providers and most prominent media brands in 2010. Jawahar pioneered the distribution business in India by bringing in organized CATV, and later led the country's digital pay-TV revolution by establishing Dish TV. This visionary entrepreneur and key promoter of the Essel Group of Industries and its many constituents, such as Dish TV, was also the architect behind the implementation of conditional access system (CAS), DTH and Head-end In The Sky (HITS) infrastructures in India. For four successive terms, Jawahar has been president of the Indian Broadcasting Foundation (IBF), which addresses various broadcasting issues. He has also been an active member of the board at various committees and task forces set up by the Ministry of Information & Broadcasting (MIB), Government of India, which addresses a number of matters critical to the industry.

Dish TV is a division of Zee Network Enterprise (Essel Group Venture), and is India's first DTH entertainment service, with 400 channels, interactive TV and movies on demand. EGV has national and global presence with business interests in media programming, broadcasting and distribution, specialty packaging and entertainment. The company's gross subscriber base passed 10 million early in 2011, extending its market leadership. Dish TV continues to benefit from improved operating leverage as subscribers grow in scale and costs become more controlled.

Sameer Manchanda, Chairman, Den



Sameer Manchanda formed Den in 2007, building the operator into India's largest cable company. He also spearheaded the formation of Star Den, a groundbreaking 50-50 JV with News Corp.'s Star. His association with India's TV industry spans over two decades, and he has played an active role in its evolution. After a long association with NDTV, where he served as a director on its board, he co-founded IBN18 Broadcast Ltd. where he currently serves as joint MD. He is also president of the News Broadcasters Association, an association of India's leading news channels.

Den is the dominant cable player in Delhi, Uttar Pradesh and Karnataka, with a significant presence in Maharashtra, Gujarat, Rajasthan, Haryana, Madhya Pradesh and Kerala. Den launched its cutting-edge digital cable service in 2009 with several firsts for India, including a ten-channel digital music service and a real-time blogging feature. Den started rolling out broadband services in 2009, the same year it went public. Its cable network reaches approximately 10 million households.

Manu Sawhney, MD, ESPN Star Sports



As MD of ESPN Star Sports (ESS) since September 2007, Manu Sawhney is responsible for all of ESS networks, digital media assets and mobile service offerings. He has been with ESS since its inception in 1996, and has worked in various capacities since then. Starting as the head of marketing in India, Manu went on to supervise various other functions including affiliate sales and business development, and then took on the responsibility of running the India operations as MD from 1999 to 2003. During his tenure as MD of ESS India, Manu developed the enterprise from a startup and secured the widest coverage for the ESPN and Star Sports channels in the local market. In 2003, Manu moved to ESS' Singapore headquarters where he assumed a regional role as the EVP of programming and marketing for Asia, acquiring broadcast rights to premium international sports franchises such as the ICC, the Barclays Premier League, Formula 1, golf majors and tennis grand slams. He also led the launch of ESS' third channel, Star Cricket. Manu continues to play a

very important role in the Asian pay-TV industry and is an active member at the Casbaa Board of Governors. Manu holds a bachelor's degree in mechanical engineering from the Birla Institute of Technology and Science (BITS), Pilani, India and has done his Masters in International Business from the Indian Institute of Foreign Trade (IIFT), New Delhi, India.

ESPN Star Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. ESS combines the strengths and resources of its parent companies—Walt Disney (ESPN Inc.) and News Corp. Ltd (Star) —to deliver a diverse array of international and regional sports to viewers via its encrypted pay services. ESS showcases a variety of premier live sports from around the globe 24 hours a day to a cumulative reach of more than 310 million viewers in Asia. ESS has 19 networks covering 24 countries, each localized to deliver differentiated world-class premier sports programming to Asian viewers.

Harit Nagpal, CEO, Tata Sky



Harit Nagpal is the MD and CEO of Tata Sky Ltd, a joint venture of the Tata Group, News Corp. and Temasek. Before joining Tata Sky in August 2010 he was the group marketing director of Vodafone PLC based in Vodafone's global head quarters in London. During the 26 years of his professional career in addition to his nine years of service at Vodafone in India and the UK, he had also worked with Shoppers Stop, Pepsi, Marico and Lakme, holding various leadership positions in fields such as sales, exports, operations and marketing. Harit followed-up his chemical engineering degree with an MBA from FMS at Delhi, which he completed in 1985.

Launched in 2006, Tata Sky, a JV between the Tata Group and Star, has grown to offer over 179 channels. Tata Sky is a global leader in introducing first-of-its-kind innovative interactive services customized for the Indian market. These include Fun Learning for children, expert cooking recipes on-demand, a 24x7-live view from within leading temples on TV, and a unique learning service that teaches conversational English to housewives. Tata Sky also pioneered the launch of a Hindi electronic program guide and launched the country's first DVR device. Tata Sky has a gross customer base of approximately seven million customers.

Ravi Mansukhani, CEO, Indusind Media & Communications



With over 12 years' experience in media and entertainment in almost all major areas of content and delivery, Ravi Mansukhani is presently MD and CEO of InCable, a pioneering triple-play cable company owned by the Hinduja Group. He is also director in many other companies within the Group. He has worked for many medium and large Indian corporations in the technology, media and finance spaces in the last 30 years. Ravi has been involved in the marketing, strategy, programming, film financing, content aggregation and identification of value-added services for the digital cable market.

Indusind Media & Communications Ltd. (InCable) is a pioneering multi-system operator offering analog and digital cable TV business. With an estimated reach of 8.5 million subscribers across 28 key cities, the company offers over 300 channels in the digital mode (it also offers about 95 TV channels in the analog mode). The company has a backbone of over 10,000 km of hybrid fibre optic networks through which it also offers broad band services and has a National ISP license. The fiber infrastructure network has enabled the company to lease out some unused fibre to telcos, infrastructure providers, ISPs and competitors. InCable has over 2,800 local cable operators as franchisees and around 2,000 staff.

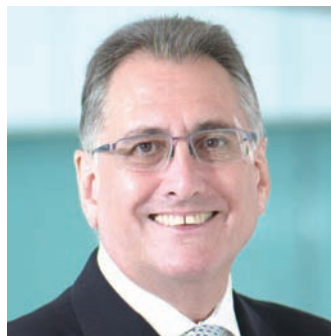
Peter Papaioannou, Operations Director, Video and Cable Solutions, Asia Pacific, Cisco



Peter Papaioannou is the operations director of Cisco's Video and Cable Solutions Group. In this role, Peter is responsible for achieving Cisco's Video Connected Life vision and strategy of "anytime, anywhere, and any device" services. This strategy enables service providers to achieve true service velocity by providing innovative offerings that strengthen their value proposition to their customers. Previous to this role, Peter was the director of operations for the service provider market in Australia, where he was responsible for delivering value to Cisco's service provider customers through business-relevant networking technology solutions. Peter has more than 25 years experience as a sales leader in the Australian and Asian information technology and service provider industries.

Cisco Systems Inc. is the worldwide leader in networking for the internet. Today, networks are an essential part of business, education, government and home communications, and Cisco internet protocol-based (IP) networking solutions are the foundation of these networks. Cisco hardware, software and service offerings are used to create internet solutions that allow individuals, companies, and countries to increase productivity, improve customer satisfaction and strengthen competitive advantage. The Cisco name has become synonymous with the internet, as well as with the productivity improvements that internet business solutions provide.

Neil Montefiore, CEO, StarHub



Neil Montefiore joined StarHub in January 2010 as its CEO and executive director. Neil has over 34 years of experience in the telecommunications industry. Prior to joining StarHub, he was the CEO and a board director of M1 in Singapore since April 1996, and mobile services director at Hong Kong Telecom CSL Ltd before that. Neil joined The Cable and Wireless group in 1976 and held various marketing and engineering management positions in Hong Kong, Bahrain, Saudi Arabia and the UK until 1983, when he joined Cable and Wireless Systems Ltd in Hong Kong and where he was appointed chief executive in 1987. In 1989, he became MD of PakNet Ltd, a joint-venture owned by Cable and Wireless PLC and Vodafone PLC in the UK, which launched the world's first public packet radio data network. Neil returned to Hong Kong in 1991 as MD of Chevalier (Telepoint) Ltd until 1995. Neil is a Fellow of the Institution of Engineering and Technology and a Fellow of the Chartered Institute of Marketing. In September 2010, Neil was named one of the 100

most powerful people in the telecoms industry worldwide by readers of Global Telecoms Business.

Launched in 2000, StarHub has become Singapore's fully integrated info-communications company, offering a full range of information, communications and entertainment services for both consumer and corporate markets. StarHub operates Singapore's fastest two-way HSPA+ mobile network that delivers up to 21 Mbps for downlink to complement its nationwide GSM network, and an island-wide HFC network that delivers multi-channel cable TV services (including HDTV and on-demand services) as well as ultra-high speed residential broadband services. StarHub also operates an extensive fixed business network that provides a wide range of data, voice and wholesale services. Over Singapore's fiber-based Next Generation Nationwide Broadband Network, StarHub offers a broad range of home and business broadband plans along with a host of advanced media-rich value-added services. StarHub, listed on the main board of the Singapore Exchange since October 2004, is a component stock of the Straits Times Index and the MCSI Singapore Free Index.

Goh Seow Eng, Chief, SingTel Digital Home Division



Goh Seow Eng joined Singapore Telecommunications (SingTel) in November 2010 as chief of the company's Digital Home Group, which spearheads the innovation and delivery of SingTel's digital home services through its TV and fiber businesses. Prior to joining SingTel, Eng was CEO of the entertainment division of Tanjong PLC in Malaysia, where he ran the gaming and cinema businesses. Before that, he was the COO for consumer business at Astro, Tanjong's sister company. There, Eng played substantial roles in formulating and executing strategy, brand positioning and pricing and packaging of content services. He had also previously worked at Citigroup Inc. in various regional and global positions based in London, Tokyo, Taipei, Singapore and Kuala Lumpur. Eng is a graduate of the University of Pennsylvania's elite Management and Technology Dual-Degree Program. He holds a Bachelor of Science in Economics cum laude from the Wharton School, and a Bachelor of Applied Science (Computer Science) cum laude from the Moore School

of Electrical Engineering. He obtained his MBA from the University of California, Berkeley, and also attended Harvard Business School's Advanced Management Program.

SingTel is the incumbent telecoms carrier in Singapore. The company owns Australian operator Optus, which competes in fixed and mobile markets, and has associate interests with Telkomsel in Indonesia, Bharti in India, AIS in Thailand, Globe in the Philippines and Pacific Telecom in Bangladesh. SingTel is a leader in the broadband market through its ADSL, fiber and wireless networks, and is the second-largest player in pay-TV with Mio TV's 260,000-plus customer base.

Jeremy Kung, EVP of New Media, Telekom Malaysia



Jeremy Kung joined TM Group as CEO of TMNet in May 2008, and was later appointed EVP of TM New Media division in July 2010, though he retains his position as TMNet CEO. Jeremy has over 20 years of experience in a variety of technical and management roles in IT system development for media, telecommunications and broadband. He spent three years at advertising company JWT, and seven years at Star TV, a satellite television broadcaster and content provider, before serving more than ten years at PCCW Ltd (PCCW) Hong Kong and its group of companies. He became the SVP in charge of PCCW's IP backbone business, where he was required to provide network solutions, business and sales management, as well as monitor PCCW's networks that PCCW built. His last position at the company was CIO of PCCW Global, a business unit that sells bandwidth globally. Jeremy holds an honors degree in Computer Science from the University of Ottawa, Canada.

Telekom Malaysia, Malaysia's leading integrated information and communications group, offers a comprehensive range of communication services and solutions in broadband, data and fixed-line. As a market leader in the broadband and fixed-line businesses, TM is driven to deliver value to its stakeholders in a highly competitive environment. With its extensive global connectivity, TM is poised to position Malaysia as a regional internet hub and digital gateway for Southeast Asia. In line with this, TM is evolving into a next-generation network service provider, enabling the group to enhance its efficiency and productivity while providing enriched products and services. The company owns and operates the largest fixed-line network in Malaysia. It has 50% broadband market share based on its ADSL and fiber networks. In March 2010, TM launched its HSBB offering under the brand UniFi, positioned as a triple-play product with broadband, IPTV and voice services.

Jiang Qinghan, President, China Cable Network



Jiang Qinghan is the president of China Cable Network since 1994, but he has held three other roles simultaneously since then: as head of Wenzhou Cable Television, vice chairman of Wenzhou TV and vice president of Wenzhou Broadcasting Media Group. Prior to that, Jiang was shortly Wenzhou Party Committee member of the Radio and Television Bureau, where he was the assistant secretary. Jiang's career in the television industry started in 1983 when he worked for Heilongjiang Baoquanling Television, where he was secretary/head of broadcasting and TV for almost a decade.

China Cable Network Co. Ltd offers cable TV services to over 4 million subscribers, and broadband services to 90,175 customers. The company holds 100% ownership of 18 service operators across five provinces, and owns the last mile in all of its franchises. CCN focused on digital conversion in 2010, actively upgrading its network to 860MHz. By year-end 2010, 40% of its total homes passed had been upgraded to two-way. The company witnessed a strong broadband growth of ~50% over the past year to reach 90,175 subscribers. Recent developments in its cable TV business include HD content expansion (offering 13 free and four paid HD channels), promotions to upsell subscribers to overseas content and pay tiers and DVR launches.

Liu Jiu Ping, SVP, Oriental Cable Network

Mr Liu is SVP of Oriental Cable Network (OCN) or Shanghai Cable, which operates the largest city-wide network in China, serving 5.9 million subscribers. The company is 51%-owned by Shanghai Information Investment, a municipal-controlled company focused on the information industry. Shanghai Media Group (SMG) has a 29% stake while SMG subsidiary Shanghai Oriental Pearl Group (OPG) has 20%. Shanghai Cable has been digitizing its cable network to enhance interactivity and integrate broadband services. Its services currently cover 2 million DTV subscribers, and the company is targeting full digital conversion by end-2013. OCN is also upselling subscribers to an HD VOD interactive service, and will start bundling the service with broadband and its new VOIP services to drive subscriber uptake. The company offers 17 HD channels, including seven pay channels, and has accumulated 40,000 HD interactive users.

Luo Yi, SVP, Sichuan Cable Network

Mr Luo is SVP of Sichuan Cable TV Network or SCTV. The company became one of the largest cable groups in China in January 2011 with 13 million subscribers following the consolidation of cable networks at the provincial, city and county levels.

Graham E. Hollis, EVP (Asia), Liberty Global Inc.



Graham Hollis has been involved in international media and finance for over 20 years, with extensive experience in capital raising (equity and debt, and public and private). He is EVP and CEO of Liberty Global Japan, a subsidiary of Liberty Global Inc. (Liberty), since June 2005. He has held various senior financial positions at Liberty and its predecessor entities from 1994 to 2004, including SVP and co-CFO of Liberty Media International Inc. as well as EVP of its Asia division. He was also CFO of Telecommunications International Inc. Graham was responsible for supervising Liberty's controlling interest in Japan's Jupiter Telecommunications Co. Ltd (J:COM), prior to their sale in early 2010. Before joining Liberty, Graham was finance VP for DTC Management LLC, a subsidiary of P&O Inc. He had also worked for KPMG Peat Marwick in Denver, Colorado and London, and is a graduate of Cambridge University.

Liberty Global Inc. is the leading international cable operator offering advanced video, telephone, and broadband internet services. The company operates broadband communications networks in 14 countries, principally in Europe, that include the following brands: UPC, Unitymedia (Germany), Cablecom (Switzerland), Telenet (Belgium), VTR (Chile), and Austar (Australia). Liberty Global's operations also include significant media and programming businesses such as Chellomedia, a multimedia content provider based in Europe, as well as interests in content businesses in each of its regional markets. As of December 2010, Liberty Global's networks passed approximately 31.2 million homes and served more than 27.8 million revenue generating units (RGUs), including approximately 16.8 million video subscribers, of which 8.1 million were digital cable and DTH satellite subscribers, 6.4 million were broadband internet subscribers, and 4.6 million were voice subscribers.

Kurt Riegelman, SVP, Global Sales, Intelsat



Kurt Riegelman is responsible for all aspects of Intelsat's sales initiatives. With more than 17 years of experience in the satellite industry, Kurt began his career at Hughes Space & Communications Group (now Boeing), managing major sub-contracts for the communication payloads on commercial and government satellite programs. He then joined Hughes Communications Inc., participating in acquisitions of commercial satellites as well as launch vehicles, prior to transferring into the sales organization. He joined PanAmSat in 1998, working with customers in the development of follow-on strategies for the Galaxy Cable Neighborhood and the Galaxy 13 high-definition TV neighborhood. Kurt received his bachelor's degree in business administration from California State University, and his MBA in International Marketing from Loyola Marymount University.

Intelsat is a leading provider of fixed satellite services worldwide. Intelsat supplies video, data and voice connectivity for media and communications companies, ISPs and government organizations. Intelsat connects approximately 1,800 customers, many of which have been with Intelsat for 45 years, throughout 200 countries and territories. Intelsat's terrestrial network of eight strategically located teleports and over 28,000 miles of leased fiber complements a global satellite fleet of approximately 50 satellites, covering 99% of the world's population. Intelsat utilizes a fully integrated satellite operations model, enabling global delivery from a single platform. Since its founding in 1964, Intelsat has provided transmission services for milestone events, including the global delivery of video signals of the first moon landing, providing the "hotline" between the White House and the Kremlin, and the transmission of live television coverage of every Olympics since 1968.

Darby Sanchez, CEO, GlobeCast Asia



Based in Singapore, Darby is responsible for all of GlobeCast Group's activities in Asia and has been with GlobeCast for a decade, serving as SVP of Sales at GlobeCast Europe in Paris, as well as VP, Latin American Sales at GlobeCast America. Prior to joining GlobeCast, Darby was with L3 Communications and General Instrument Corp.

GlobeCast, a subsidiary of France Telecom/Orange, is a leading provider of media management and global content delivery services for broadcasters and content creators. With a secure fiber and satellite network connected to dozens of teleports, technical operations centers and points-of-presence worldwide, GlobeCast manages and transports millions of hours of video and other rich media each year. An integrator of audiovisual technology and a full service provider, GlobeCast works with all the actors in the audiovisual chain from production companies to broadcasters, retail organizations, cinema chains and more. The company provides on-site service from major news and sporting events for coverage in SD, HD or even 3D. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, GlobeCast is also an expert in international television markets, and works with new and established broadcasters to reach and secure distribution with leading pay-TV operators around the world.

Gurjeev Singh Kapoor, CEO, Star Den Media Services



An industry veteran with more than 15 years in the trade, Gurjeev is CEO of Star Den Media Services. Prior to his current role, he was business head at SET Discovery Pvt Ltd, the joint venture between Sony and Discovery to distribute multiple TV channels. He moved to SET Discovery in April 2002, when the joint venture between Sony Entertainment Television and Discovery Communications was formed. Gurjeev had also worked with ESPN and Zee International before joining Discovery Communications. Gurjeev has an MBA from the Faculty of Management Studies – University of Delhi, India.

Star Den is a 50:50 joint venture between Star India Pvt Ltd and Den to create a platform for distributing television channels in India via all fixed networks, including cable, DTH, IPTV, HITS and MMDS. Star Den is an exclusive distributor for several television channels in India, Nepal, Bhutan, Bangladesh and Sri Lanka. Its channel bouquet currently includes Star Plus, Star One, Star Gold, Star Movies, Star World, Vijay TV, Star Utsav, Star News, Star Ananda, Star Majha, Star Pravah, Star Jalsha, Channel [V], National Geographic Channel, Fox History & Entertainment, Fox Crime, FX, Nat Geo Wild, Nat Geo Adventure, Nat Geo Music, Nat Geo HD, Baby TV, The MGM Channel, Asianet, Asianet Plus, Sitara, Suvarna, Star CJ Alive, NDTV 24x7, NDTV profit, NDTV India and NDTV Good Times. Star Den also seeks to expand bouquet offerings by including other channel partners for distribution.

Olivier Laouchez, Co-Founder, Chairman & CEO, Trace TV



Olivier Laouchez, co-founder, chairman & CEO of Trace, has 20 years of experience in the urban media and music industries. Starting in 2003 with the acquisition of Trace, a niche magazine in New York, and a cable TV network in France, Trace has quickly expanded to become an international and profitable digital media company focused on producing and distributing urban music, lifestyle and culture to fast growing multicultural and multiethnic audiences in metropolitan areas around the world. Olivier and his team, including Huey Yi Wang, the head of Trace's Asian operations, are now preparing the launch of Trace Sports, the first HD channel exclusively dedicated to sports celebrities, with a special preview during the May 2011 Asia Pacific Pay-TV Operators Summit in Bali in advance of the June 15, 2011 commercial launch.

Launched in 2003 by Olivier Laouchez with the support of Lagardère Group and Goldman Sachs, Trace is now an international brand that has built a series of music channels across the world. Trace's pay-TV operations reach 145 countries. Through license deals and organic growth, Trace media and content activities have expanded from TV to radio, mobile, web and events. Trace's music channels, Trace Urban and Trace Tropical, are available to 50 million subscribers via 26 satellites in 80 countries. Trace current shareholders are its management and private equity funds.

Charles W. Ergen, Chairman & CEO, Dish Network



Charles Ergen is the chairman of the board and CEO of Dish Network. In 2001, Charles was the first person to ever win the Rocky Mountain News' Business Person of the Year for a second time, having been recognized for the same award in 1996. He was named one of Forbes Magazine's Top Ten CEOs, and was Frost & Sullivan's CEO of the Year in 2001 for the satellite industry. In 2000, Aviation Week magazine named him Space Industry Business Man of the Year. Charles was instrumental in fighting for consumer rights with the passage of the Satellite Home Viewer Improvement Act in 1999, which gave American consumers the right to watch local TV channels via satellite. He has also testified before US Congress regarding other video competition issues on numerous occasions and was a co-founder of the Satellite Broadcasting Communications Association. He received his bachelor's degrees in general business and accounting from the University of Tennessee, and his MBA from the Babcock

Graduate School of Management at Wake Forest University.

Established in March 1996, Dish Network is a leader in technology and HD programming, and currently serves more than 14.1 million customers. A publicly traded Fortune 200 company, it is the media and entertainment arm of its former parent company, EchoStar Communications Corp., founded in 1980 by Charles Ergen, Candy Ergen and Jim DeFranco. The two companies officially split in 2008. EchoStar became the source for the technology Dish Network uses to offer TV services, with Charles Ergen remaining at the helm of both entities. According to the 2010 American Customer Satisfaction Index (ACSI) survey results for the country's largest cable and satellite TV providers, Dish Network ranked first in customer satisfaction among all cable and satellite providers.

Hernan Lopez, President & CEO, Fox International Channels



As president and CEO of Fox International Channels (FIC) and National Geographic Channels International, Hernan Lopez is responsible for all operations of FIC, which produces channels primarily under the brands Fox, National Geographic Channel, FX, Fox Life, Fox Crime, Nat Geo Wild, Moviecity and Star Movies, reaching almost 1 billion subscribers in Latin America, Europe and Asia. He also oversees Fox's US Hispanic cable networks, Fox Deportes and Utilisima. Since his appointment as GM of Fox Latin American Channel in 2000, Hernan has been credited with a turnaround and expansion plan that has fostered a ten-fold growth in revenue. During his tenure, including his promotion to COO of FIC in 2008, the company expanded into the premium, sports, production and online advertising businesses and has launched such channels as FX, Fox Life, Speed Channel, Cityfamily, Baby TV and Nat Geo Wild in Latin America and FX in the United Kingdom, and was appointed distributor for NBC Universal's cable channels in Latin America and

Japan. Before joining Fox in 1997, Hernan held positions in different companies in Argentina including Canal 9 and Cablevision. A native of Argentina, Hernan earned a master's degree in business administration from University of Miami, and an advertising degree from the Escuela Superior de Publicidad de Buenos Aires. He currently lives in Los Angeles, California.

Fox International Channels is News Corp's international multimedia business, developing, producing and distributing 183 wholly and majority-owned pay-TV channels across Latin America, Europe, Asia, the Middle East and Africa in 35 languages. These networks and their related mobile, non-linear and HD extensions reach over 300 million unique (875 million cumulative) subscribing households worldwide. FIC's television offers provide smart and innovative programs that entertain and educate audiences across all demographics and on all platforms. The National Geographic Channels are a business enterprise owned jointly by National Geographic Television (NGT) and the Fox Entertainment Group. Fox operates the channels and controls a super majority of the shares in the venture.

Dr. Abe Peled, Chairman & CEO, NDS Group



Dr. Abe Peled is chairman and CEO of NDS Group Ltd, a leading provider of digital technology solutions for the pay-TV industry. Since his appointment to this post in 1995, the company has expanded twenty five-fold. Today, NDS is present in over 170 million homes worldwide. Prior to joining NDS, Abe served as SVP for business development at Elron in Israel from 1993 to 1995. While there, he set up and launched Israel's first ISP as well as several e-commerce sites. From 1974 to 1993, Abe worked at IBM's research division in the US, initially as a research scientist and later in research management. Abe completed both a BSc and an MSc in Electrical Engineering at the Technion Institute in Israel. He undertook graduate work at Princeton University in the US and achieved his PhD in digital signal processing in 1974.

NDS Group Ltd creates the technologies and applications that enable pay-TV operators to securely deliver digital content to TV set-top boxes, digital video recorders, PCs, mobiles and other multimedia devices. NDS' VideoGuard is a market-leading conditional access (CA) and digital rights management (DRM) technology currently deployed on 145 million active devices, and safeguarding pay-TV service revenues exceeding US\$50 billion. NDS middleware, including MediaHighway, which enables a host of advanced services for subscribers, has been deployed on 171 million devices. NDS DVR technology, centered around XTV, has been deployed in 35 million units globally. Headquartered in the UK, NDS remains committed to investing in R&D with over 75% of its employees dedicated to pioneering work at development centers in China, Denmark, France, India, Israel, Korea, UK and US. NDS has also implemented a host of initiatives aimed at reducing its carbon footprint and helping digital TV subscribers reduce energy consumption.

Pierluigi Gazzolo, COO, Viacom International Media Networks



In his role as COO of Viacom International Media Networks (VIMN), Pierluigi Gazzolo is responsible for VIMN's widespread international operations, including those of MTV Networks, BET Networks and the non-premium channels of Paramount Television, and has direct oversight of VIMN's strategic services and functions. Pierluigi reports to Bob Bakish, president and chief executive officer of VIMN, and is based at the company's headquarters in New York. Previously, Pierluigi was COO of MTV Networks International (MTVNI), and before that, president of MTV Networks Latin America. He successfully led the organization's efforts to regionalize operations from Miami to Buenos Aires, which included the creation of the Buenos Aires Design Studio (BADs). This subsequently led to Buenos Aires becoming one of MTVNI's International Creative Hubs. Born in Italy and raised in El Salvador, Pierluigi holds a bachelor's degree in Communications from Florida International University.

Viacom International Media Networks comprises many of the world's most popular premier multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, VH1, VIVA, TMF (The Music Factory), MTVNHD, Game One, BET and Tr3s: MTV, Música y Mas, a channel for US Hispanic audiences. Viacom brands are seen globally in more than 600 million households in 160 countries and 34 languages via 165 locally programmed TV channels, and more than 550 digital media and mobile TV properties.

Rudy Tanoesoedibjo, President Director, MNC Sky Vision



Rudy Tanoesoedibjo has been a Commissioner of MNC since March 2004 and Vice Chairman of PT Global Mediacom Tbk since 2002. He is also Commissioner of RCTI. Outside the MNC Group, he is President Director of PT MNC Sky Vision (Indovision), Commissioner of PT Bhakti Investama Tbk and Chairman of PT Dos Ni Roha. He graduated from Carleton University, Canada and obtained an MBA degree from San Francisco University, USA. MNC Sky Vision is a pioneer in Indonesia's pay-TV industry, operating its DTH service from 1994.

Backed by Global Mediacom, owner of Media Nusantara Citra (MNC), Indonesia's leading media company, MNC Sky Vision is Indonesia's leading pay-TV operator with more than 800,000 customers at the end of 2010. The company operates its services under the brands Indovision and Top TV. The company has an extensive self-owned sales network and more than 50 local customer service outlets. It also has a strong content line-up with more than 100 channels with 10 exclusive channels, including local sports, family / kids, news and entertainment channels. Towards the end of 2010, the company closed a US\$165 million bond issue with more than US\$90 mil. used for the purchase of S-band transponders while the remainder was used to refinance existing debt, capEx and general corporate purposes.

Tanawat Wansom, President, MCOT



Tanawat Wansom is director and president of MCOT. His previous experience includes senior advisor of business development at Kantana Group, chief executive officer of TopCorp International, managing director of Channel [V] Thailand and regional vice-president for Star TV in Southeast Asia. He was awarded a BA in Communications Studies by the University of California and a Master of Management (EMBA) from Chulalongkorn University.

MCOT Public Company Limited, formerly a state enterprise under the supervision of the Office of the Prime Minister, was registered as a public limited company on 17 August 2004 and converted from the Mass Communication Organization of Thailand. The company was listed on the Stock Exchange of Thailand on 8 October 2004, and distributed its shares to the public on 17 November 2004. The established mission of MCOT Plc. is to operate various mass media businesses, which include core businesses operated by MCOT Plc. such as Modernine TV Station, MCOT radio stations and The Thai News Agency. Another two subsidiaries were established, namely: Panorama Worldwide Company Limited, involving the business of television program and documentary production; and SeedMCOT Company Limited, involving all types of entertainment business operation, production of music and other digital products, product development and distribution of premium products. MCOT Plc. has also carried out the business with other private companies under joint operation agreements, such as Bangkok Entertainment Company Limited, for the operation of TV Channel 3, and TrueVisions Public Company Limited, for the operation of subscription TV under the name of TrueVisions.

Rodrigo P. Montinola, Head Of Marketing, SkyCable



Rodrigo "Ray" Montinola is head of marketing at SkyCable Corp., the Philippines' leading cable pay-TV operator. Since 2008, Ray has also held a dual role as a director of the Philippine Cable TV Association (PCTA), which has more than 350 member operators and affiliates that serve 85% of the country's total cable TV subscribers. Ray's solid marketing background includes eight years in the pharmaceutical sector, ten years in telecommunications and five years in pay-TV. Ray spearheaded marketing operations for SkyCable's many firsts, including SkyCable's residential internet service, the first HD service in the market, the first cable a la carte service and, in March 2011, the first DVR service branded the SkyCable Digibox iRecord. Ray holds a business economics degree from the University of the Philippines.

In 2008, leading Philippine pay-TV provider SkyCable Corp. was consolidated into the group structure of Lopez-owned sister company and terrestrial major, ABS-CBN. The company's cable network passes 1.7 mil. homes, predominantly in Metro Manila. SkyCable was the first cable operator to offer digital TV in the Philippines, and in March 2011 became the first to offer DVR services with its Digibox iRecord, a TiVo-like HD box with a built-in 320GB hard disk. SkyCable has migrated 85% of its Metro Manila subs to digital, and is looking at its markets in Cebu and Davao next.

Paul Robinson, MD, KidsCo Television



Paul is the MD and co-founder of KidsCo, the global children's channel, which launched in September 2007 and is now broadcast in 17 languages to 65 countries around the world. Prior to KidsCo, Paul headed up PR Media Consulting with clients including Disney, Sony BMG, Hit Entertainment, Chellomedia, Liberty Media Corporation and GCap Media, a company he formed in 2004. Paul was SVP/MD at Walt Disney Television International/ABC Cable Networks from 1997 to 2004, in charge of global kids TV programming strategy for the Disney Channel. He pioneered the international Toon Disney and Playhouse Disney channels, which he rolled out globally, and won numerous Baftas and other awards for Disney. Before Disney, Paul was CEO of Talk Radio, managing editor of BBC Radio 1 and head of strategy for BBC Network Radio 1, 2, 3, 4 and 5Live. Prior to the BBC, Paul was program director of the Chiltern Radio Network, during which time he founded Galaxy Radio in Bristol. Paul has a BSc Hons in Metallurgy from Manchester University and an MBA (with distinction) from the University of Bradford. He writes regularly for Broadcast, the Guardian and other publications on broadcasting.

Launched in September 2007, KidsCo is a global children's television network for pre-schoolers, children aged six to ten and families. It is a joint venture channel owned by leading media companies NBC Universal, Corus Entertainment Inc. (Nelvana) and Cookie Jar Entertainment. KidsCo's catalogue includes original productions, first-run and exclusive animated and live-action television series, and feature-length movies which are selected from leading media companies. KidsCo programming includes globally recognized brands such as The Wiggles, Inspector Gadget, Sabrina, Wallace & Gromit, S Club 7, Strawberry Shortcake, New Adventures of Madeline, Babar, Dennis the Menace, Franklin and Rolie Polie Olie, as well as KidsCo original programming including arts show Jass Time! and environmental program, Boo & Me.

Francois Moreau de Saint Martin, CEO, Viaccess



Francois Moreau de Saint Martin has been the CEO of Viaccess, a France Telecom company dedicated to technologies for television, for four years. He has led the growth of the company and the acquisition of Orca Interactive, a pioneering company in the field of IPTV middleware and applications. Francois began his career as an R&D engineer for France Telecom in 1993. Various opportunities since 1996 have taken him to France's Ministry of Economy, Finance and Industry, the technical department at TDF and Transpac Internet and Services Division. He returned to France Telecom in 2004 to create the technical department of the content division, and develop, as CTO for content services, a full range of content services including one of the major IPTV service deployments. Francois graduated from the Polytechnic school in 1991, and in 1993 from Telecom ParisTech.

Viaccess is a leader in providing world-class solutions for content protection, delivering conditional access and DRM-based systems for all types of content and networks—including broadcast, broadband, fixed and mobile—for all categories of devices. Its subsidiary, Orca Interactive, is a leading innovative provider of IPTV middleware and applications, including groundbreaking content discovery and recommendation solutions that power next-generation interactive TV. Viaccess has more than 20 years of broadcast and broadband experience and is positioned to help content service providers monetize content consumption. Viaccess solutions are deployed worldwide across 35 countries and more than 80 digital platforms.

Anshuman Misra, SVP, Turner International Asia Pacific



Anshuman Misra holds the positions of SVP and GM of Turner Content Sales Asia Pacific, and SVP and MD of Turner International India Pvt. Ltd. Anshuman is responsible for managing global brands such as CNN, Cartoon Network and HBO. Anshuman also played a pivotal role in modeling Turner's key partnership with Zee and the subsequent formation of the distribution joint venture company, Zee-Turner Ltd. He also spearheaded Turner's further expansion in India including the launch of CNN-IBN, the co-branded association with Network 18, Pogo, the India-specific kids channel, and WB, Turner's English entertainment channel launched with Warner Bros. Anshuman sits on the board of Turner's recently acquired Hindi GEC in India, Imagine TV. In his regional capacity, Anshuman is responsible for managing the development and distribution of Turner's suite of channels. He also supervises hotel sales, interactive and wireless content sales activities for Turner's stable of brands. As the GM of Turner Content Sales, he is also responsible for the development and leadership of the content sales department. Anshuman was educated in India and the US, and received his master's degree in business administration from the University of Louisiana.

Turner Broadcasting System Asia Pacific Inc. (TBSAP) creates and distributes award-winning, branded news and entertainment media environments, on television and other platforms, around the Asia Pacific region and beyond. TBSAP's brands include CNN International, CNNj (Japan), HLN, Cartoon Network, Boomerang, Pogo, TCM Turner Classic Movies, truTV and other innovative channels and partnerships such as WB and Imagine in India, QTV in South Korea, and Mondo 21 and Tabi in Japan. TBSAP is a wholly owned subsidiary of Turner Broadcasting System Inc. (TBS), a Time Warner company.

William Bae, VP, CJ HelloVision



William Bae is VP of CJ HelloVision (CJHV), and has also served as the company's director for corporate strategy since 2010. Before joining CJHV, he was director of the financial division at TSIS, an MD for Korea Cable Telecom before and was part of the corporate planning team for Tbroad. He was the co-founder and CEO of Momus Ventures Group from 2000 to 2003. William has a BA degree in naval architecture from Seoul National University, and an MA from Korea Advanced Institute of Science & Technology.

Founded in April 1995, CJ HelloVision (CJHV) is the second-largest MSO in Korea in terms of subscribers, and has historically led the cable market with respect to digital deployment and product innovation. CJHV has improved its profit growth in recent years, refocusing on ARPU growth for both its digital and broadband services.

Young-Iyoul Lee, Head of Olleh TV & SVP, KT Corp.



Young-Iyoul Lee became head of Korea Telecom (KT) Corp.'s Olleh TV live programming, VOD and interactive service in January this year. Mr. Lee has held a number of senior management roles within Korea Telecom (KT) over the last few years. He was a senior consultant for the company's Corporate Center from January to December 2010, SVP for the Media Service Department from 2008 to 2009, and SVP for KT's Center for Growth and Innovation in 2007. Before joining KT, Mr. Lee was a reporter at the JoongAng Ilbo for 19 years, and has authored four books. He holds BS and MA degrees in business administration from Seoul National University, and obtained his Ph.D. from Chung-Ang University.

Korea Telecom (KT) is Korea's largest integrated operator, with dominant market share in fixed-line voice, retail broadband and data services, and a number two position in wireless. The company was fully privatized in 2002 and subsequently merged with its wireless subsidiary, KT Freetel, in June 2009. The company has 57% market share in IPTV and 43% in broadband. KT ended 2010 with a total 2.1 million IPTV users and is targeting 3 million subscribers by year-end 2011 with breakeven in 2012. A growing portion of its users are coming through a joint service with SkyLife, the direct-to-home satellite company 46% owned by KT. This service is called Olleh TV with hybrid DTH/IPTV technology.

Leon Lu Jung-Hwei, CFO, Kbro



Leon Lu Jung-Hwei is the CFO of Kbro Co. Ltd (Kbro). His work experiences before Kbro include being VP for TFN Media Co. Ltd, CFO for Fu Yang Media Technology Co. Ltd, a senior director for Taiwan Fixed Network Co. Ltd and a specialist for Taiwan Mobile Co. Ltd. Mr. Lu has an MBA from the National Cheng-Chi University.

Kbro Co. Ltd owns and operates a two-way-ready video and broadband infrastructure in Taiwan. The company has 1.3 million video subs and 266,000 high-speed internet customers. In Q1 2009, it relaunched its digital cable services and is now focusing on a progressive launch of new SDTV content, HDTV and DVR. During 2010, the company was acquired by the Tsai family, owners of Taiwan Mobile, in a transaction that was formally approved by the regulators in Q4 2010.

Chuck McElroy, CEO, China Network Systems



Chuck McElroy is the CEO of China Network Systems (CNS), one of the largest cable operators in Taiwan. Chuck has held this position since July 2007, during which CNS has experienced dramatic growth in cable TV and cable modem subscribers and has also launched industry-leading digital TV services. Prior to CNS, Chuck spent 12 years in various executive positions within the cable industry in the US. He was the SVP for Southeast Operations at Charter Communications, headed up Cox Communications' national business services and launched high-speed data and telephone services across Cox's cable markets. Prior to cable, Chuck worked 17 years for AT&T. He holds a bachelor's degree in engineering from the University of Missouri and a master's degree in business from Washington University.

China Network Systems is one of the leading multiple system operators (MSOs) in Taiwan, with almost 1.2 million cable television subscribers and operations in concentrated regions within northern and southern Taiwan. MBK Partners is its major shareholder. CNS aims to upgrade and transform Taiwan's cable television industry into a fully digitalized and interactive media environment, providing value-added services such as triple play over its Hybrid Fiber Coaxial (HFC) Network. CNS has successfully upgraded its infrastructure to two-way broadband 750 MHz, ramped broadband customers from a low base and gained some momentum launching DTV services anchored to HD content and DVRs.

Mike Ivanchenko, SVP & GM, Asia Pacific, Nagra



Mike is responsible for Nagra Sales and Services activities for the Asia Pacific region and global management of the company's offices in Australia, Singapore, Taiwan and Japan. Mike has more than 14 years of experience in the CATV, satellite and broadcasting industries. He previously served as SVP of worldwide sales at Nagra's OpenTV solutions, and MD of OpenTV's Asia Pacific operations, successfully establishing the company's Australian operation through the launch of the Foxtel and Austar services, as well as overseeing the creation of OpenTV's regional research and development presence. During this tenure, Mike was also responsible for the implementation of digital television networks and applications in China, Singapore, Japan, India, Thailand, Taiwan, New Zealand and the US. Prior to joining OpenTV, Mike served as MD of Vulcan Software in Sydney, Australia, a company specializing in the development of interactive transaction systems for the gaming and finance industries.

As part of The Kudelski Group, Nagra is a leading supplier of open conditional access systems, digital rights management (DRM) and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. The Kudelski Group is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks.

Hary Tanoesoedibjo, CEO, MNC Group



Hary Tanoesoedibjo is the president and CEO of MNC Group. He is also the founding shareholder as well as the CEO of Bhakti Investama Group since its establishment in 1989. With his background as a prominent investment banker, he is the key in leading the continuous development of MNC Group's business model through various major acquisitions, corporate restructuring and establishment of new businesses, including MNC Sky Vision, RCTI, and TPI as well as the development of the print, content businesses, radio networks and online media within MNC and many others. He develops and oversees the Group's strategies and implementation in the content business, which includes the free-to-air broadcasts of RCTI, TPI, Global TV, and Sun TV Network, the print businesses such as Seputar Indonesia, the value-added services of Linktone Ltd and the pay-TV business of MNC Sky Vision.

Within a relatively short period of time, MNC Group has become the largest and most integrated media group in Indonesia with annual revenues in excess of US\$530 million in 2010 and EBITDA of US\$160 million. Parent Global Mediacom generated sales of almost US\$700 million in 2010 and EBITDA of US\$220 million. Being an entrepreneur, Mr Tanoesoedibjo has investments in other businesses outside the media industry such as toll-way companies, the mining, oil and gas sectors and the property sector. He is also a founder and a member of Smart Alliance's Steering Committee (an alliance founded by six of the largest media companies in Southeast Asia). He served as the general treasurer of the National Sports Committee (KONI) and has spoken at various seminars as well as lectured at post-graduate programs in various universities on corporate finance, investment, and strategic management. He was awarded a Bachelor of Commerce (Honours) degree from Carleton University, Ottawa, Canada, in 1988 and a MBA degree from Ottawa University, Ottawa, Canada, in 1989.

Sander Hamersma, Head of TMT Asia Pacific, Barclays Capital



Sander Hamersma is responsible for Barclays Capital's telecom, media and technology clients. He has 14 years of Asian investment banking experience and held a similar role at ABN AMRO in Hong Kong prior to joining Barclays Capital. Mr. Hamersma has advised on and executed M&A, debt and equity capital markets deals including for free-to-air and pay-TV operators in Taiwan, Hong Kong, Korea, Japan, the Philippines, China and India. He holds an MSc degree in Finance from the University of Amsterdam.

Barclays Capital is the investment banking division of Barclays Bank PLC. With a distinctive business model, Barclays Capital provides large corporate, government and institutional clients with a full spectrum of solutions to their strategic advisory, financing and risk management needs. Barclays Capital has offices around the world, employs 25,000 people and has the global reach, advisory services and distribution power to meet the needs of issuers and investors worldwide.

Brahmal Vasudevan, MD, ChrysCapital



Brahmal Vasudevan is MD of ChrysCapital Investment Advisors. Prior to joining ChrysCapital in 2000, he was with Malaysia pay-TV operator Astro where he was involved in strategy, planning, marketing and expansion into neighboring countries. Brahmal started his career at BAT Malaysia before moving to the Global Brand Group at BAT's headquarters in London. He also worked at the Boston Consulting Group advising senior management on key strategic issues. Brahmal holds an MBA from Harvard Business School, and graduated with first class honors in aeronautical engineering from Imperial College in London.

ChrysCapital is a private equity firm with a focus on growth capital investments in India. Within the media segment, the company most notably has invested successfully in Hathway, one of India's largest cable television and broadband companies. Chrys manages US\$2 billion in assets and has completed over 50 investments since its formation in 1999. ChrysCapital has valuable experience in investing across a breadth of sectors that leverage growth in South Asia.

Tony Holt, Executive Director and Co-Head, TMET, Macquarie



Tony is a senior MD of Macquarie Capital Advisers in the Telecommunications, Media, Entertainment and Technology (TMET) Group. Tony joined Macquarie in 2008 and has over 20 years experience in research, investment banking and mergers and acquisitions. He has worked in New York and completed transactions in London, Hong Kong, Canada and the United States in his 20 years as an investment banker. Prior to joining Macquarie, Tony was head of the Telecommunications, Media and Technology group for Citigroup in Sydney. He held a similar position with Merrill Lynch prior to his time at Citigroup. Based in Hong Kong, Tony is responsible for Macquarie Capital Advisers global media practice, and he jointly leads the TMET business for all of Asia, including Korea and Japan. Tony has advised many major global clients on strategic initiatives and fund raisings in many major markets globally. These clients have included Cable and Wireless, CanWest, C&M, TBC, Megabox, Telstra, Pearson, TPG, Melco Crown Entertainment, Telecom New Zealand, Emap

Plc, Fairfax, Seven Network, Federal Publishing Co., Seek, Prime Television, Ten Network Holdings and Southern Cross Media.

Founded in 1969, Macquarie is a global financial services specialist, with particular expertise in resources and commodities, energy, financial institutions, infrastructure and real estate. Macquarie's main business focus is making returns by providing a diversified range of services to clients. Macquarie acts on behalf of institutional, corporate and retail clients and counterparties around the world. Macquarie's management approach fosters an entrepreneurial culture among staff. Strong prudential management is fundamental to this approach. The company has over 15,400 people in more than 70 office locations in 28 countries.

Gregory Thiery, Head of Southeast Asia Media & Communications, Morgan Stanley

Gregory Thiery is an executive director and head of Southeast Asia Media and Communications, based in Singapore. Gregory joined Morgan Stanley as analyst in London in 1999 and moved to New York in 2001 and was promoted to associate in 2002. In New York, Gregory was responsible for Media and Communications clients in the Corporate Finance division until 2004, and in the Global Capital Markets division between 2004 and 2006. Gregory was promoted to vice president in 2005, relocated to Singapore in 2006 and was promoted to executive director in 2008.

Since 1935, Morgan Stanley has served as the preeminent financial advisor to companies, governments and investors from around the world. The company is a global leader in financial services with offices in major financial centers. Morgan Stanley consistently ranks among the top firms in mergers and acquisitions, equity underwriting and debt financings.

Brian Gallagher, CEO, Ignite Media Brands



Brian Gallagher is CEO of Australia's largest independent digital sales network, Ignite Media Brands, which came together in July 2010 as a joint venture between TV1 General Entertainment Partnership and MTV Networks Australia. Ignite is currently growing its share of the subscription TV (STV) and online ad markets by focusing on innovation, value and delivery. Prior to the launch of Ignite Media Brands, in 2005, Brian launched and led Full Circle Entertainment Pty Ltd, a pioneer in the field of branded content, which funded up to 300 hours per year of advertiser funded programming, including the successful Ready Steady Cook franchise in partnership with Southern Star Endemol. In mid 2007, in conjunction with TV1 GEP, Brian launched Full Circle Media to compete in the digital advertising sales arena, chiefly in the STV market, subsequently expanding into other digital media formats, and ultimately leading to the successful merger with MTV Networks Australia. Prior to launching Full Circle Entertainment, Brian was strategy and development manager at Network Ten from 1999 to 2004, where he pioneered the creation and implementation of strategies for associating brands with content, and integrating these across multiple platforms and mediums. Brian's achievements include creating content-led campaigns for many leading brands into iconic broadcast content such as Big Brother, Idol, AFL football and Motorsport, broadening the advertising appeal of Network Ten.

Ignite Media Brands is an independent, fully integrated, digital sales network delivering creative, targeted solutions for advertisers, headquartered in Sydney. Launched in 2010 as a joint venture between TV1 and MTV Networks Australia, Ignite represents a growing portfolio of prominent subscription TV brands that include MTV, Nickelodeon, TV1, SCI FI, The Movie Network Channels, World Movies, STVDIO, CNBC and National Geographic Channels. Ignite also represents a portfolio of more than 30 online entertainment destinations including mtv.com.au, nickelodeon.com.au, neopets.com, imdb.com, addictinggames.com, comedycentral.com, spike.com and gametrailers.com, reaching close to 4 million monthly unique visitors from Australia. In February 2011, Ignite commenced Australian representation of New Zealand private broadcast and online media company Mediaworks. Ignite's stakeholders include Viacom, CBS Studios International, NBC Universal and Sony Pictures Television.

Ranjana Singh, Technical Advisor, GroupM Indonesia



As technical advisor to GroupM Indonesia, Ranjana looks after Mindshare, Maxus, MEC, MediaCom, Interaction and ESP. Her considerable client experiences include blue chip FMCG brands, consumer goods, telecommunications and IT, banking, pharmaceuticals and retail services. She started out with HTA (JWT) in Delhi in media, then later moved to Contract Advertising in Bangalore, and later returned to Delhi. She joined JWT Indonesia in 1993, starting in media for the first four years, then moving up to business director for Unilever and then general management before moving to Mindshare in 2000. Ranjana graduated from Delhi University, with an honors degree in botany. This was followed by a diploma in advertising and PR from the Indian Institute of Mass Communications.

GroupM is WPP's consolidated media investment management operation, serving as the parent company to agencies that include Maxus, MEC, MediaCom, Mindshare and Kinetic. GroupM is the global number one media investment management group (Recma 2009). The company's primary purpose is to maximize the performance of WPP's media communications agencies on behalf of its clients, stakeholders and people by operating as a parent and collaborator in performance-enhancing activities such as trading, content creation, digital, finance, proprietary tool development and other business-critical capabilities. The agencies that comprise GroupM are all global operations in their own right with leading market positions.

Ranga Somanathan, CEO, Starcom MediaVest Group Malaysia



Ranga leads the Malaysian operations of Starcom MediaVest Group (SMG) and Optimedia as CEO, a position he has held since July 2009. Prior to this, he was VP of Insights and Analytics for SMG across the Asia-Pacific region. In this role, Ranga helped develop and launch IntenTrack, a proprietary tool and approach on measuring accountability for clients in 12 markets across Asia in 2008. Ranga was also MD of SMG's Indonesian operations, which grew by 40% under his leadership. He headed the research and strategic planning function at SMG Malaysia, and for his work on Microsoft in 2005, was recognized as one of the top ten account leads in Asia by advertising trade publication, Media Asia (now Campaign Asia-Pacific). Throughout his career in the marketing and advertising industry, Ranga has worked with some of the world's biggest advertisers including P&G, Malaysia Airlines, DiGi, Microsoft, Bayer Healthcare, Danone, and Mead Johnson among others.

Ranked as one of the largest brand communications groups in the world, Starcom MediaVest Group (SMG) encompasses an integrated network of highly specialized consumer contact companies. SMG's global organization includes strategic marketing communication architects who are highly specialized in media management, response media, internet and digital communications, as well as entertainment, gaming, sports, sponsorship, event marketing and media. With nearly 6,700 employees in 110 offices worldwide, SMG delivers brand-building results for many of the world's leading companies.

Jon Feltheimer, Co-Chairman and CEO, Lionsgate Entertainment Corp.



Jon Feltheimer was named CEO of Lionsgate in March 2000; his title expanded to include the role of co-chairman in June 2005. His blueprint for Lionsgate's growth, combining the flexibility and entrepreneurial culture of an independent with the financial and strategic relationships of a major studio and the structure and consumer focus of a top digital age company, draws upon his 25-year career in the entertainment industry. During Jon's tenure, Lionsgate has grown into the leading independent filmed entertainment studio through a combination of organic growth and accretive strategic acquisitions. With the acquisitions of Artisan Entertainment, Trimark Holdings and other available libraries, Lionsgate now manages one of the most prestigious and prolific libraries in the entertainment industry with 13,000 titles, a diverse portfolio of businesses and an exciting, commercially potent feature film slate of 12 to 15 releases a year.

Lionsgate is a leading global entertainment company with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, family entertainment, digital distribution and new channel platforms. Lionsgate's feature film slate has generated more than a half billion dollars at the North American box office in the past 12 months, and includes such hits as *The Expendables*, *Saw 3D*, *Kick Ass*, *Daybreakers* and *Rambo*. The company also features a vibrant television business with several prime-time cable and broadcast network shows, including the Emmy Award-winning drama series *Mad Men*, *Weeds* and *Nurse Jackie*. The company also has a syndicated portfolio of television series through its Debmar-Mercury television distribution arm that includes Tyler Perry's *House of Payne* and the recently announced *Are We There Yet?* for TBS.

Janice Lee, MD of TV & New Media, PCCW Now TV



Janice currently holds the position of MD of TV and New Media at PCCW, in charge of the company's media businesses, including pay-TV services under now TV and new media and content services across PCCW's quad-play platforms, including now. com.hk and MOOV – the largest digital music streaming service in Hong Kong. Janice joined PCCW in 2003, and has been instrumental in building now TV into a successful consumer brand in home entertainment with a customer base of about a million homes in Hong Kong. Now TV is the largest deployment of IPTV in the world today. Janice has over 20 years of experience in the media and consumer businesses.

PCCW is the largest integrated telecom operator in Hong Kong that provides fixed-line, mobile, broadband, and pay-TV services. The company also owns approximately 60% of a property development subsidiary, Pacific Century Premium Development (PCPD). Richard Li and China Unicom BVI are the major shareholders of PCCW. PCCW's pay-TV brand is now TV, which has more than one million customers and offers over 180 TV channels in SD and HD format, VOD and network PVR services. In broadband, PCCW, including its consumer and wholesale businesses, had 57% market share in 2010. The company has been able to maintain its broadband ARPUs at a relative premium of US\$25 per month due to bundling with Now TV, premium speeds and value-driven packaging.

Jonathan Spink, CEO, HBO Asia



Responsible for the overall management of HBO Asia and HBO South Asia, Jonathan oversees its growing network of five 24-hour, commercial-free premium blockbuster movie channels, along with the subscription video-on-demand (SVOD) service and HD channel. Several new initiatives have been spearheaded under his leadership, including the rollout of HBO Asia's multichannel strategy by increasing the number of channels offered from two to five, the launch of the SVOD service, HBO On Demand, as well as HBO HD. Jonathan also led the launch of Red, HBO Asia's first Asian movie channel. HBO Asia also became the exclusive distributing agent for WarnerTV, a new general entertainment channel, as well as leading infant and toddler channel BabyFirst, in the Asia-Pacific region. Having joined Singapore-based HBO Asia in November 2003, Jonathan possesses over 20 years of experience in the pay-TV industry and has held a variety of positions at Jupiter Programming, Liberty International's joint venture with Sumitomo Corp.; Prime International, the sports programming arm of Liberty Media; and Sky Television.

HBO Asia programs and packages five 24-hour, commercial-free subscription Hollywood English blockbuster movie channels in Asia – HBO, HBO Signature, HBO Family, HBO Hits and Max – as well as an SVOD service, HBO On Demand, and HBO HD. HBO Asia also programs and packages its first Asian movie channel, Red, and is the exclusive distributor for WarnerTV and BabyFirst in the Asia-Pacific region. HBO is available in 22 territories throughout Asia and has closed-captioned subtitling in several local languages. HBO Asia is a joint venture of HBO (a Time Warner company) and Paramount.

Ross Pollack, CEO, Celestial Pictures



Ross Pollack is the CEO of Celestial Pictures Ltd, responsible for developing and implementing strategies that will create additional value for the Shaw Brothers film library, Celestial Pictures' channel bouquet, as well as the production and acquisition of new Chinese content for distribution on Astro's platforms and into global markets. Prior to joining Celestial, Ross enjoyed a long and varied career at Sony Pictures Entertainment (SPE). Since 2004 and until his move to Celestial, he was senior vice president, Distribution, Asia, responsible for distribution of all SPE filmed entertainment, acquired products and produced content across the region.

Celestial Pictures is a diversified entertainment company bringing the best of Asian entertainment to the world. The company focuses on Asian-language film and television content production and worldwide distribution, as well as the operation of global channels including Celestial Movies, Celestial Movies Asia, Celestial Classic Movies and WaTV. The company owns the Shaw Brothers Film Library, the world's largest Chinese film collection, with over 760 feature films originally released over a 40-year time-frame. Headquartered in Hong Kong, Celestial Pictures is a subsidiary of Astro All Asia Networks PLC.

Noel Matthews, Head of TV Business Development, CTO Group, Ericsson



Noel Matthews is part of the Ericsson TV CTO group and focuses on developing the vision and strategy that drives the company's End-to-Endless TV offering. Combining an understanding of engineering, product management and the evolving requirements of television providers around the world, he works closely with operators and service providers to help them deliver the high quality, multiscreen, advanced TV services that consumers want. Noel joined Tandberg Television in 1995 (when the company was NTL) as product manager for the world's first MPEG-2 encoder range. He has since performed a number of senior management and business development roles in Europe and in Asia, covering digital TV, internet video, content distribution workflow, mobile TV and IPTV. Noel is a recognized industry figure and is a senior media, analyst and conference spokesperson for Tandberg Television.

Ericsson's vision is to make new, innovative TV experiences a global mass-market reality. To deliver this, Ericsson has introduced Ericsson End-To-Endless Television (E2E TV), a strategic approach that redefines being an 'end-to-end' partner by uniquely aligning consumer demand, technology enablers and business reality. E2E TV is anchored by Ericsson's award-winning technology, proven deployments and global prime integration and services skills to deliver a television experience that is desired, works and is profitable.

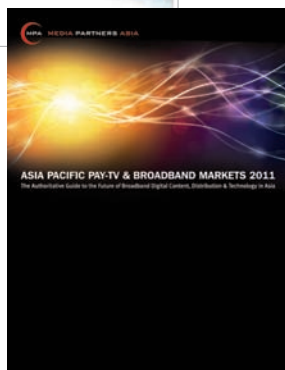
Steve Oetegenn, Chief Sales and Marketing Officer, Verimatrix



Steve Oetegenn has 25 years experience in the IT space on an international basis having launched numerous high-tech products to the global marketplace. He has specialized in digital security and anti-piracy since 1998, working with government agencies, Fortune 500 companies and major Hollywood studios. Prior to joining Verimatrix, he was COO of MediaSec Technologies LLC, a pioneer and leader in the field of digital watermarking; COO of Argus Systems Group, a leading provider of internet server security software; and CEO of DCE Communication Ltd, a worldwide provider of business messaging systems. Steve has spoken at numerous global digital security conferences and speaks fluent German.

Verimatrix specializes in securing and enhancing revenue for multi-screen digital TV services around the globe. The award-winning and independently audited Verimatrix Video Content Authority System (VCAS) and ViewRight solutions offer an innovative approach for cable, satellite, terrestrial and IPTV operators to cost-effectively extend their networks and enable new business models. As a recognized leader in software-based security solutions for premier service providers, Verimatrix has pioneered the 3-Dimensional Security approach that offers flexible layers of protection techniques to address evolving business needs.

ABOUT MEDIA PARTNERS ASIA



BACKGROUND

Media Partners Asia, Ltd (“MPA”) is a leading independent provider of information services, focusing on media and communications. MPA serves various audiences and clients with multiple platforms. MPA covers all major media-related sectors, including: advertising; TV and radio broadcasting; broadband; cable and satellite TV; digital TV; filmed entertainment; IPTV; mobile; music; online; outdoor; pay-TV; and print media. MPA publications and research reports receive widespread coverage in global media and are utilized by numerous industry-related groups, such as media and telecom owners, investors, technology companies, regulatory groups and the financial sector.

RESEARCH

MPA reports include detailed analysis of Asia’s media and communications industries, with specific focus on the commercial and regulatory aspects. MPA analysts maintain six industry research databases, tracking and covering over 20 media markets, 10 sectors and 200 industry-related properties. MPA reports contain multiple market and sector profiles, which incorporate analysis of commercial and regulatory dynamics with exclusive, proprietary MPA data and forecasts on sector growth and consumption as well as asset appraisal. Key reports include the market leading ASIA PACIFIC PAY-TV & BROADBAND MARKETS SERIES and ASIA PACIFIC MEDIA & ENTERTAINMENT TRENDS in addition to detailed country reports on Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Taiwan and Vietnam.

CONSULTING SERVICES

The Media Partners Asia consulting services division was established in 2001, leveraging the research and analytical expertise offered by MPA in reports and publications, and extending this expertise towards numerous engagements undertaken on behalf of clients throughout Asia as well as in North America, Europe and Latin America. MPA consulting services include: custom-made market research; corporate strategy and business models/plans; consumer research; strategic market entry studies; M&A-related due diligence research; advocacy, regulatory and policy-making studies; fair market appraisals and independent valuations; expert witness testimony.



PUBLISHING & ONLINE SERVICES

MPA publishes a leading monthly research and analysis digest and a leading quarterly magazine. The monthly digest, *MEDIA ROUTE 26*, focuses on the independent analysis of business trends across all major media and telecommunications sectors. The leading magazine, *THE ASIA MEDIA JOURNAL*, focuses on the key sectors, brands, companies, personalities and trends that shape media development in Asia.

MPA has also successfully expanded into the digital space for media analysis and research. Launched in August 2007, asiamediajournal.com today commands average monthly page views of more than 20,000, offering exclusive analysis of advertising and media trends to industry users. Companion site mediaresearchasia.com, launched in January 2008, serves as a transactional platform, leveraging MPA research with downloadable reports and analyst commentary.

CONFERENCES & EVENTS

MPA organizes strategic conferences and events, leveraging its client base and brands, and focusing on sectors within the media and telecoms industries. Since 2001, MPA has organized more than 20 conferences and seminars on television and radio broadcasting, pay-TV and broadband distribution, and general media and communications, in Greater China, India, Indonesia and Korea.



To learn more about MPA and its capabilities, please visit www.media-partners-asia.com

To gain more insight into the industries that MPA covers, please visit www.mediaresearchasia.com and www.asiamediajournal.com