



## PROGRAMME 2009

Updated May 29, 2009

Please note the programme is subject to change without prior notice

	TUESDAY, 2 JUNE	SPONSOR
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09.00 – 17.00	<b>SONY ERICSSON MOBILE ENTERTAINMENT WORKSHOP</b> (Salon 3&4)	
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(by invitation only)



19.00 – 21.00	<b>MUSIC MATTERS OPENING PARTY</b>	
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Welcome party for all attendees



	DAY 1: WEDNESDAY, 3 JUNE	SPONSOR
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08.30	<b>REGISTRATION</b>	
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09.00	<b>CONFERENCE OPENING</b>	
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09.10	<b>OPENING REMARKS &amp; WELCOME ADDRESS</b>	
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Event MC: **Kelly Cha**, TV/Radio Host/Artist, Zha Zha Club  
**Jasper Donat**, Co-Founder, Branded & President, Music Matters  
**Duncan Pescod**, JP, Permanent Secretary for Commerce & Economic Development (Communications & Technology), The Government of the HKSAR  
**Lachie Rutherford**, President, Warner Music Asia Pacific & Chairman, IFPI Asia Pacific Regional Board

09.40	<b>OPENING KEYNOTE – NEW STRATEGIES &amp; OPPORTUNITIES IN JAPAN</b>	
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With Japan taking position as Asia Pacific's number 1 music market and the world's number 2, we hear from one of Asia's most influential music men. As CEO & Chairman of Universal Music LLC Japan and Chairman of RIAJ, Kei Ishizaka speaks from an incredible vantage point about new strategies and opportunities in Japan.

Speaker: **Kei Ishizaka**, CEO & Chairman, Universal Music LLC Japan, Chairman RIAJ

10.10	<b>BUSINESS MATTERS</b>	
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The State of the Nation - Music Matters' annual look into the music industry business and consumer insights, including the results of the annual Music Matters survey.

Moderator: **Winnie Chung**, Features Editor, SCMP  
 Speakers: **Susanna Lam**, Research Director, Synovate  
**Marcel Fenez**, Global Entertainment & Media Practice Leader, PwC  
**William Bao Bean**, Partner, SoftBank China & India Holdings



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DAY 1: WEDNESDAY, 3 JUNE (continued)

SPONSOR

11.00 IT'S A SMALL WORLD AFTER ALL – PART 1

For the first time in Asia, three global digital heads share their vision for the future of the global digital landscape. Arguably, these visionary dealmakers and strategists are the people who make the biggest impact on the business. We hear from each individually throughout the two day programme, culminating in an exclusive Q&A Grand Finale for all delegates at the end of the conference.



Sony Ericsson

Speaker: **Michael Nash**, EVP, Digital Strategy & Business Development, Warner Music Group

11.15 COFFEE BREAK

11.45 I'M WITH THE BRAND – PART 1  
Coca-Cola and the story of the Open Happiness single

Delving into the relationship between brands and music from all perspectives: the artists, managers, music companies, ad agencies and the brands themselves. Showcasing some great case histories, we meet the brands supporting the music industry.

In a landmark deal for 2009, Coca-Cola broke the mold with Atlantic Records to jointly release a new track featuring the combined talents of Cee-Lo Green, Fall Out Boy's Patrick Stump, Brendon Urie from Panic at the Disco, Travis McCoy from Gym Class Heroes and Janelle Monae. Interestingly, proceeds are split between the two companies and Coca-Cola are donating their share to charitable causes. We hear from the brand and the manager of the artists. How did they come together and can it be replicated in Asia?



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**Media**

Speakers: **Umut Özeydinli**, Global Music Marketing Manager, Coca-Cola Company  
**Jonathan Daniel**, Partner, Crush Management



DAY 1: WEDNESDAY 3 JUNE (continued)

SPONSOR

12.05

LICENSING 102

So a lot has happened over past 12 months. How have things improved since MM08's Licensing 101?

A variety of new models are being tested... Streaming; Ad funded/supported; Free to consumer and some legitimizing P2P. What is working and what isn't? Are the gatekeepers making the right decisions? What has been learnt over the past 12 months that is making things easier today? What else needs to be done? What new models are on the horizon, where are these coming from, how will they be evaluated and approved?

Haldanes

Moderator:

**John McLellan**, Partner, Haldanes

Speakers:

**Paul Smith**, Head of Label Relationships, Nokia

**Susanna Ng**, Regional Managing Director, EMI Music Publishing Asia

**Brandon Bakshi**, Executive Director, Writer/Publisher Relations, Europe & Asia, BMI

**Paul Abfalter**, General Counsel, CSL

**Bryan Lam**, Regional Manager (Asia Pacific), BIEM

**Shridhar Subramaniam**, Managing Director, Sony Music Entertainment India

12.45

THE MOBILE GATEKEEPERS – A FOCUS ON THE TELCO OPERATORS

2009-2010 will see a rapid change in the digital business as we move from Digital 1.0 to Digital 2.0. The music business has gone through huge changes in the past 8 years. What is going to happen in the next 2 years will be as radical as those past 8 combined. We hear from the gatekeepers to over half the music consumption in Asia Pacific – The Telco Operators.

NOKIA

Moderator:

**Ralph Simon**, Chairman Emeritus & Founder, Mobile Entertainment Forum – Americas, & CEO of The Mobilium Advisory Group

Speakers:

**Abigail Wong**, Head of Music, Product Development & Infotainment, Maxis Communications Berhad

**Janice Lee**, EVP, TV & New Media, PCCW Ltd

**Sissel Henriette Larsen**, Director, Broadband, Internet & Services, Business Development & Research, Telenor Group

13.15

LUNCH

14.40

KEYNOTE

One on One with Nokia. 2009 is the year of all-you-can-eat mobile services. We hear about the successes and challenges faced in delivering this promise from Nokia's global head of music.

Speaker:

**Elizabeth Schimel**, Global Head of Music Services, Nokia

Interviewer:

**Leonard Apcar**, Deputy Managing Editor & Chief Editor for Asia, The International Herald Tribune



### DAY 1: WEDNESDAY 3 JUNE (continued)

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#### 15.00 PLUG INTO JAPAN

Part 2 of our in-depth look into Asia Pacific's #1 music market, focusing on digital vs physical, international vs local, and Japan's massive mobile market - in association with MPAJ.



Moderator: **Ken Ohtake**, President, Sony Music Publishing (Japan) Inc, Director & Chairman of the International Commission, MPAJ

Speakers: **Kimitaka Kato**, Managing Director, Universal International, Universal Music LLC

**Yoshiaki Kudo**, Founder & CEO, Digz Inc. Group

**Nobu Nakatake**, SVP International Labels, BMG Japan

#### 16.00 COFFEE BREAK

#### 16.30 I'M WITH THE BRAND – PART 2

**The Manager - Robbie Williams manager, on his global relationship with T Mobile.**

Continuing to explore the relationship between advertising brands and music from all perspectives and showcasing some great case histories, we meet the brands supporting the music industry.

In 2005 ie:music negotiated a ground breaking partnership between T-Mobile, Sony Ericsson and Robbie Williams. The partnership allowed for tour sponsorship, for Robbie Williams branded phones, for shares in transactional revenue and for a massive PR and marketing campaign. It was one of the most publicised collaborations of 2005/06.



In association with

## Media

Speaker: **Tim Clark**, Joint Managing Director, ie:music Ltd

#### 16.45 ASIAN INDIES

Some Asian indies are now so big they are regarded as majors. We hear about local markets from the guys at the indie coalface and discover the opportunities for importing international and exporting local in their own markets.

In association with



Moderator: **Stuart Watson**, CEO, SWAT Enterprises Pte Ltd

Speakers: **Song Ke (Michael)**, CEO, Taihe Rye Music Co Ltd  
**Norman Halim**, President & Group CEO, KRU Studios  
**Simon Wheeler**, Director of Digital, Beggars Group  
**CheeK**, EVP, STAR Group Ltd  
**Tommy Chan**, Director, Love Da Group Company Ltd  
**Alexander Shulgin**, Founder, Familia Group



DAY 1: WEDNESDAY 3 JUNE (continued)

SPONSOR

17.30

**REAL TIME ARTIST MENTORING SESSION – With Terry McBride**

Terry McBride, an Asian artist (whom he hasn't met or heard), their manager and Music Matters delegates...

This unique brainstorming session is a look outside of a traditional marketing approach focusing in on the emotional branding and monetizing of the Artist in a socially search based world of the millennial generation. Its an exercise that bends content into today's context and creates a road map of opportunities in a digitally flat world.



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The Artist &

Manager:

**To be announced at Music Matters!**

Mentor:

**Terry McBride**, CEO, Netwerk Music Group

Facilitator:

**Ruuben van den Heuvel**, Head of APAC, Digital Music Retail, Nokia

19.00

**DAY ONE WRAP!**

20.30

**MUSIC MATTERS LIVE MUSIC SHOWCASE**

Featuring some of Asia's hottest up and coming acts!

**M.C:** Susan Li, Bloomberg

**Venue:** The Cavern, LG/F, Lan Kwai Fong Tower, 55, D'Aguiar Street, Lan Kwai Fong, Central, Hong Kong



HONG KONG



### DAY 2: THURSDAY, 4 JUNE

### SPONSOR

08.15 – **LEGAL BREAKFAST (Salon 3 & 4)**  
09.15 **Ringing the changes: the new competition law in China and its implications for the music industry**

China's Anti-Monopoly Law ("AML") has been in force since August 2008, and it is widely anticipated that China will become the third significant competition law jurisdiction worldwide together with the US and the EU. Accordingly, it is important that all those doing business in China are aware of the new law and ensure compliance with it. Limited to forty-five people, this seminar will introduce the main provisions of the AML, summarise the key developments since the law entered into force and highlight the implications of the AML for the music industry.



Speakers: **Gabriela Kennedy**, Partner, Hong Kong, Lovells  
**Kirstie Nicholson**, Of Counsel, Shanghai, Lovells LLP

08.30 **MORNING COFFEE**

09.15 **GOOGLE MUSIC**

The IFPI's John Kennedy has called Google Music "fantastic news". We hear it from the people who actually made it happen.

This session features a live demonstration of the Google Music service; how it works and what it means to the music industry, followed by an interview with Google China's Bin Lin.



Speakers: **Bin Lin**, Engineering Director, Google Inc  
Interviewer: **Anthony Tse**, CEO, Cosmedia Group

09.45 **DIGITAL CHINA**

With some of the most talked about digital deals taking place right here in Asia, the Digital China Panel looks at how technology is effecting the business of music in the world's most populous country. Are artists really being empowered by the shift to online and the increased number of avenues to connect directly with the consumer? Is advertising the answer? How can we all take advantage of the growing digital space and what regulations need to be understood?



Moderator: **Anthony Tse**, CEO, Cosmedia Group  
Speakers: **Alvin Liu**, Chairman, CEO, Executive Director, A8 Digital Music Holdings Ltd  
**Gary Chen**, Founder & CEO, Orca Digital Inc. (top100.cn)  
**Allen Guo**, CEO, Yobo.com  
**Ken Cheung**, VP, New Media & Business Development APAC, Warner Music Asia Pacific  
**Bin Lin**, Engineering Director, Google Inc



## DAY 2: THURSDAY, 4 JUNE

## SPONSOR

10.30

### I'M WITH THE BRAND – PART 3

#### The view from a brand in China; Converse Love Noise

Continuing to explore the relationship between advertising brands and music from all perspectives and showcasing some great case histories, we meet the brands supporting the music industry.

In August 2008, as the world's focus was on Beijing, two of the city's underground bands P.K. 14 and Queen Sea Big Shark hit the road covering 5,768 kilometers for China's first epic rock 'n roll road trip called Converse Love Noise. Converse has always been an advocate and catalyst for creativity deeply rooted in music and the Love Noise documentary film and integrated marketing campaign pays homage to the uncorrupted and original music scene taking root throughout China.



In association with

**Media**

Speaker:

**Cheryl Calegari**, Senior Marketing Director, Asia Pacific, Converse

10.45

### IT'S A SMALL WORLD AFTER ALL – PART 2

Part 2 of 3 Global Digital Heads and their vision for the future of the global digital landscape.

Speaker:

**Ole Obermann**, SVP International Digital Business Development, Sony Music Entertainment



Sony Ericsson

11.00

### COFFEE BREAK

11.30

### MONETISING SOCIAL NETWORKS

Social networks have changed the way people consume music and Asia hosts some of the world's largest social networking communities. All are localised, most have music at their core. None more so than in China and Japan. But the question is: do people follow the music or the service?

**Haldanes**

Moderator:

**William Bao Bean**, Partner, SoftBank China & India Holdings

Speakers:

**Patrick Lee**, CEO, alivenotdead.com

**Ian Stewart**, Head of Asia, Friendster

**Robert Campbell**, Managing Partner / Creative Brand Strategist, Sunshine / M&C Saatchi

**Ayrton Zhu**, General Manager, Digital Multimedia Department, Tencent



12.15

## "I'M WITH THE BAND" – THE MUSIC MATTERS LIVE PANEL

Globally, 2008 live music turnover rose by 10 percent. Just how much can the entertainment industry flourish during the global downturn? We hear how can the music industry can make full use of the artists and just how big the festival circuit can grow.



Moderator: **Jasper Donat**, Co-Founder, Branded & President, Music Matters

Speakers: **Chris Dalston**, CAA

**Wei Ming**, EVP, Beijing Gehua Live Nation Entertainment & Sports Co. Ltd

**Michael Hosking**, Group Managing Director, Midas Promotions

**V.G. Jairam**, Partner, Oranjucce Entertainment

**Tim Clark**, Joint Managing Director, ie:music ltd

13.00

## ONE on ONE with KOREA

With 85% sales in a digital format the Korean market is considered as one of the most exciting in Asia Pacific. A marriage of megastar idols with world leading technical innovation and music hungry, monetised communities has led to some of the most successful and influential business models on a global scale. So what's next for the Korean Wave? We hear from the head of one of Korea's largest media conglomerates.

Speaker: **Antonio Park**, CEO, Mnet Media Corp.

Interviewer: **Steve McClure**, Executive Editor, McClure's Asia Music News

13.15

## LUNCH

14.45

## TALES FROM THE FRONTLINE

There is no doubt that we are in an era where growing importance is placed on connectivity and ubiquity. The future of the music industry relies heavily on understanding the technology and defining the rules of digital music. In this short sponsored thought leader session RealNetworks presents their vision on how we can improve the future of digital content.



Speaker: **Jay Kim**, VP, Head of APAC Business, RealNetworks Asia Pacific



14.55

## MUSIC MATTERS TO MOBILE in association with MEF

Mobile continues to lead the charge in Asia, leaving the rest of the world in its wake. Asia is the #1 mobile market on the planet, with continuing advances, 3G moving to 4G, video on the way, how can the music industry tap into this incredible potential? This panel takes a global look into the relationship between carriers, handset manufacturers, artists and labels in today's ever changing digital landscape.

In association with



- Moderator: **Ralph Simon**, Chairman Emeritus & Founder, Mobile Entertainment Forum – Americas, & CEO of The Mobilium Advisory Group
- Speakers: **Martin Blomkvist**, Head of Content Acquisition & Management, Sony Ericsson Mobile Communications AB  
**Neeraj Roy**, Managing Director & CEO, Hungama Mobile & MEF Asia Chair  
**Sandy Monteiro**, SVP (ASEAN), VP-Digital (SE Asia), Universal Music Group  
**Jay Kim**, VP, Head of APAC Business, RealNetworks Asia Pacific  
**Aenil Premji**, Chief Marketing Officer, CSL Limited

15.40

## IT'S A SMALL WORLD AFTER ALL – PART 3

Part 3 of 3 Global Digital Heads and their vision for the future of the global digital landscape.

- Speaker: **Rob Wells**, SVP Digital, Universal Music Group International



Sony Ericsson

15.55

## COFFEE BREAK

16.25

## I'M WITH THE BRAND – PART 4 A view from the Mad Men – Cornetto's "Mic Hero"

Continuing to explore the relationship between advertising brands and music from all perspectives and showcasing some great case histories, we meet the brands supporting the music industry.

Cornetto's audience in China are urban youth who want popularity, dream of overnight celebrity, are heavily online, and have a passion for music. The *eureka!* moment came from the similarity between the shape of the Cornetto cone and a microphone. Cornetto cone + karaoke = Mic Hero. Let's rock.

In association with



Media

- Speaker: **Mateo Eaton**, Partner, Invention, Mindshare



**DAY 2: THURSDAY, 4 JUNE (continued)**

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**16.40 THE RISE OF THE MACHINES - IS CONTEXT NOW KING?**

Content is everywhere. This One on One with Rob Lewis, CEO of Omnifone, addresses how the next generation of connected devices will change the way music is consumed globally. More and more it's not just about what we listen to, but where and how we are listening to music. Entertainment is becoming more accessible through a wide range of connected technologies and services that will truly deliver the vision of any music, any place, any time, any device.

Speaker: **Rob Lewis**, CEO, Omnifone Group Ltd.  
 Interviewer: **Terry McBride**, CEO, Netwerk Music Group

**16.55 IT'S A SMALL WORLD AFTER ALL – MUSIC MATTERS Q&A**

For the first time ever in Asia, three global digital heads from Sony Music, Universal and Warner come together to answer your questions in an exclusive Q&A for all Music Matters delegates.

Speakers: **Michael Nash**, EVP, Digital Strategy & Business Development, Warner Music Group  
**Ole Obermann**, SVP International Digital Business Development, Sony Music Entertainment  
**Rob Wells**, SVP Digital, Universal Music Group International



Sony Ericsson

**17.10 FINALE! AN AUDIENCE WITH JAMIE CULLUM – LIVE AT MUSIC MATTERS**

With over 4 million albums, a Grammy, a Brit and two Golden Globe nominations under his belt at 29 years old Jamie Cullum is already one of the world's most successful jazz artists ever. In Asia to announce his forthcoming album, Jamie will be at the piano to close out Music Matters in an exclusive one-on-one interview session with Ralph Simon and the Music Matters audience.

Artist: **Jamie Cullum**, Singer/Songwriter/Pianist  
 Interviewer: **Ralph Simon**, Chairman Emeritus & Founder, Mobile Entertainment Forum – Americas, & CEO of The Mobilium Advisory Group



**18.10 MUSIC MATTERS CLOSING DRINKS**

A toast to the future!



**19.30 MUSIC MATTERS AFTER PARTY**

More networking, live music, and party at JJ's! Look out for special deals at the venue.

