



PROGRAMME 2009

- Updated April 20, 09

TUESDAY, 2 JUNE MUSIC MATTERS OPENING PARTY

Welcome party for all attendees

**THE
CLONES**

DAY 1: WEDNESDAY, 3 JUNE

SPONSOR

REGISTRATION

CONFERENCE OPENING

OPENING REMARKS & WELCOME ADDRESS

OPENING KEYNOTE – NEW STRATEGIES & OPPORTUNITIES IN JAPAN

With Japan taking position as Asia Pacific's number 1 music market and the world's number 2, we hear from one of the country's leaders in the business. 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**, Chairman & CEO, Universal Music LLC Japan, Chairman RIAJ

BUSINESS MATTERS INTRODUCTION

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.

Speakers: **William Bao Bean**, Partner, SoftBank China & India Holdings
Susanna Lam, Media Director, Synovate
Marcel Fenez, Global Entertainment & Media Practice Leader, PWC



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.

Part 1: **Michael Nash**, EVP Digital Strategy & Business Development, Warner Music Group



DAY 1: WEDNESDAY, 3 JUNE (continued)

SPONSOR

COFFEE BREAK

COMMERCIAL BREAK – 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?

Media

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

LICENSING 102

So, a lot has happened over past 12 months. Have things improved?

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 gate keepers 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?

Speakers: **Ruuben van den Heuvel**, Head of APAC, Digital Music Retail, Nokia
Susanna Ng, Regional Managing Director, EMI Music Publishing Asia
Brandon Bakshi, Executive Director, Writer/Publisher Relations, Europe & Asia, BMI
more names to follow....



DAY 1: WEDNESDAY 3 JUNE (continued)

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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?

Moderator:

Stefan Rust, Director, EXICON, Chairman Emeritus, MEF

Speakers:

Patrick Lee, CEO, alivenotdead.com

Ian Stewart, Head of Asia, Friendster

Yu Sasamoto, Consumer & Online Marketing Officer, Greater APAC Region, Microsoft

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

Ayrton Zhu, General Manager Multimedia Department, Tencent/QQ

LUNCH

KEYNOTE

One on One with Nokia

Speaker:

Elizabeth Schimel, Vice President Music, Nokia Inc

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, President & CEO, Digz Inc. Group

Nobu Nakatake, SVP International Labels, BMG Japan



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.

Moderator:

Stuart Watson, CEO, SWAT Enterprises Pte Ltd

Speakers:

Hajime Tanaguchi, Managing Director, International Strategy & IP Strategy, Avex Group Holdings Inc.

Michael Song Ke, CEO, Taihe Rye Music Co., Ltd

Norman Halim, President & Group CEO, KRU Studios

Simon Wheeler, Director of Digital, Beggars Banquet



DAY 1: WEDNESDAY 3 JUNE (continued)

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COFFEE BREAK

COMMERCIAL BREAK – 2

The Manager - Robbie William's 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.

Media

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

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.

Part 2: **Michael Paull**, EVP Global Digital Business, Sony Music Entertainment

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

Speakers: **Abigail Wong**, Head of Music, Product Development & Infotainment, Maxis Communications Berhad
Janice Lee, Executive Vice President, PCCW
more names to follow....

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.

Gibson

The Artist: **To be announced at Music Matters!**
Mentor: **Terry McBride**, CEO, Nettwerk Music Group, and the band!
Facilitator: **Ruuben van den Heuvel**, Head of APAC, Digital Music Retail, Nokia



DAY 1: WEDNESDAY 3 JUNE (continued)

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DAY ONE WRAP!

MUSIC MATTERS LIVE MUSIC SHOWCASE

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



DRAFT



DAY 2: THURSDAY, 4 JUNE

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LEGAL BREAKFAST

Speakers: **Gabriela Kennedy**, Partner, Lovells
Monique Woo, Senior Associate, Lovells



MORNING COFFEE BREAK

GOOGLE MUSIC ONE-ON-ONE

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

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, Comedia
Speakers: **Alvin Liu**, Chairman, CEO, Executive Director, A8 Digital Music Holdings
Gary Chen, Founder & CEO, Orca Digital Inc. (top100.cn)
Allen Guo, CEO, Yobo.com
more names to follow....

COMMERCIAL BREAK – 3

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.

The view from a brand in China

Media



DAY 2: THURSDAY, 4 JUNE

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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.

Part 3: **Rob Wells**, SVP Digital, Universal Music Group International

COFFEE BREAK

“I’M WITH THE BAND” – THE MUSIC MATTERS LIVE PANEL

Global 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.



Speakers: **Chris Dalston**, CAA
Wei Ming, EVP Beijing Gehua Live Nation Entertainment & Sports Co. Ltd
Scarlett Li, CEO & Co-Founder, Zebra Media
Jonathan Krane, President, EMMA Entertainment
Michael Hosking, Group Managing Director, Midas Promotions
more names to follow....

THIS IS INDIA

India is one of Asia’s true entertainment superpowers. The “This is India” presentation will provide key insights into the amazing opportunities that exists in this country!

Speakers: **Mandar Thakur**, General Manager, Soundbuzz India
Shridhar Subramaniam, Managing Director, Sony Music Entertainment India
more names to follow....

COMMERCIAL BREAK – 4

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.



The view from the Mad Men



DAY 2: THURSDAY, 4 JUNE (continued)

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CONTENT IS EVERYWHERE - IS CONTEXT NOW KING?

One on One with Rob Lewis, CEO of Omnifone, on how the next generation of connected devices will change the way music is consumed globally. More and more it's not 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.

LUNCH

TALES FROM THE FRONTLINE

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



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.



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

COMMERCIAL BREAK – 5

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.

The view from a music company

Media



DAY 2: THURSDAY, 4 JUNE (continued)

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ONE on ONE with KOREA

COFFEE BREAK

ONE on ONE with Pepsi

Around the world, Pepsi has had an incredible, symbiotic and long-term relationship with music and artists and nowhere more so than in Asia. In this one-on-one session, Pepsi China's Chief Marketing Officer, Harry Hui (certainly no stranger to the Asian music business!) discusses some of their ideas and strategies with Ad Age China's Normandy Madden whilst also showcasing more information about the new "Pepsi Battle of the Bands" show in China.

Speaker: **Harry Hui**, Chief Marketing Officer, PepsiCo China Ltd
Interviewer: **Normandy Madden**, Asia Editor, Advertising Age

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
Michael Paull, EVP Global Digital Business, Sony Music Entertainment
Rob Wells, SVP Digital, Universal Music Group International

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**
Interviewer: **Ralph Simon**

CONFERENCE WRAP!

MUSIC MATTERS CLOSING PARTY

A toast to the future!