



Dear Friends & Colleagues,

Many of us believe we have Social Networking sussed. Think again.

With sites often reporting over 200 million users and new applications emerging daily, Asia is forging ahead in global Social Networking technology. Therefore, embracing the Asian Social Networking phenomenon is not just about maximizing marketing potential; it's fundamental to survival.

Take a closer look:

- * Over 60% of online adults in Asia Pacific logged into a Social Networking site in December 2008
- * The same adults spend an AVERAGE of 137 minutes per visit
- * 77% of China's online population uses Instant Messaging (IM)

Source: comScore World Metrix (<http://www.comscore.com>)

So, what are the business opportunities presented by this phenomena (especially in a downturn) and how can marketers take full advantage in their strategies? [Music Matters 2009](#) will be exploring and analyzing the challenges and opportunities inherent in harnessing the power of Social Networking whilst guiding you through some of the tricks and tools on how to tap into it's incredible market potential.

Music Matters will once again share the expertise of the champions of the industry empowering you to delve deeper into the Asian market.

++ FROM CONTENT TO CONTEXT++

It's not just what you listen to but how and where! Music Matters theme for 2009 will examine how the development of increasingly sophisticated and varied technological platforms is enabling consumers to choose how they interact with music whilst helping shape the future of the entertainment business.

++EARLY BIRD SAVINGS++

Register for the early bird [here](#), in order to enjoy a 200 USD discount before 1st April.

++FLY TO MUSIC MATTERS ON VIRGIN ATLANTIC++

Music Matters delegates can benefit from discounted rooms at the Grand Hyatt and special fares on Virgin Atlantic flights from Sydney, London and New York, email [Amy Laing](#) booking information.

++NETWORK WITH MUSIC MATTERS++

Join the social networking phenomenon and get connected to the people who attend Music Matters before and after the event. Visit us on Facebook [here](#).

++MUSIC MATTERS 2008 HIGHLIGHTS++

Listen to some of last years internationally renowned speakers debate and watch examples of Asian artists showcase at the fantastic networking parties of Music Matters 2008 [here](#).

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Conducted by:

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