



FOR IMMEDIATE RELEASE

APRIL, 2<sup>nd</sup> 2009

## MUSIC MATTERS – THE ASIA PACIFIC MUSIC FORUM SUPPORTING ASIA'S MUSICIANS

**Music Matters** donates over HK\$ 200,000 in admission tickets to **alivenotdead.com** members to attend Asia Pacific's only music business conference, **Music Matters**.

In a move to support Asia's creative and musical communities, **Music Matters** has announced a donation of over HK\$ 200,000 worth of admission tickets to artists and bands who are members of Hong Kong based artist site **alivenotdead.com**.

Working closely with **alivenotdead.com's** co-founders, Patrick Lee (CEO), Stephen Wang (CTO) from Rotten Tomatoes, and Daniel Wu (吴彦祖), Terence Yin (尹子维), Andrew Lin (连凯) and Conroy Chan (陈子聪) of ALIVE, **Music Matters** aims to encourage artists to gain more exposure amongst leaders from the local and global music industry and learn more about the business of music. **Music Matters** takes place in Hong Kong from 2<sup>nd</sup> to 4<sup>th</sup> June. In total 50 artists will be given this fantastic opportunity.

*"Music Matters is the only industry event of its kind in Asia Pacific and we want to support the region's creative community" says Jasper Donat, Music Matters President and co-Founder of Hong Kong based Branded Limited. "Musicians just don't get the opportunity to meet so many business leaders in one place at one time. Our prices are very reasonable in relation to global music conferences in other parts of the world. However, in many case artists can't afford the registration price so we're delighted to be able to do this. Having so many musicians there will also really add to the content and makeup of the event. Not only will they gain tremendous exposure whilst learning valuable industry insights but who knows, maybe one or two will get picked up by a record label, artist manager or agent!"*

To facilitate this generous offer, **Music Matters** has forged a unique partnership with Hong Kong-based social networking site, **alivenotdead.com**, who have over 420,000 registered users and 1,200 official artists providing access to the heart and soul of the Asian music industry.

**alivenotdead.com's** CEO, Patrick Lee says, "We are very grateful to **Music Matters** for providing our artist community with this amazing offer. It will be a great opportunity for the artists on our site to meet with music industry leaders and gain contacts that will hopefully prove valuable to their careers down the road."

The global spotlight is on the Asian market with the international music industry looking to realise the region's potential whilst searching for Asia's first global star. Lee agrees, saying, "Not only is **Music Matters** a unique opportunity for Asian artists to gain international exposure but also, and perhaps more significantly, it is the only opportunity for the global music industry to tap into Asia's talent". Artists who meet pre-agreed qualification criteria will be granted the passes on a first come first served basis. For more information contact [events@alivenotdead.com](mailto:events@alivenotdead.com).

## ABOUT MUSIC MATTERS

Attended by an abundance of industry heavyweights from Asia and around the world, Music Matters is the only conference of its kind in Asia, offering delegates the chance to connect, forge business partnerships and create new business opportunities. In addition to the forum there are three parties showcasing up-and-coming acts from around the Asia-Pacific region.

Now in its fourth year, Music Matters is a forum created with, by and for the Asian music industry and has become a permanent, must-attend fixture on the global music industry calendar. It is solutions driven, featuring face-to-face sessions, keynote presentations and discussion panels with some of the most innovative and successful companies and individuals in the businesses of music, entertainment and technology.

Previous speakers include: **Paul McGuinness** (Manager, **U2**), **Edgar Bronfman Jr.** (Chairman & CEO, **Warner Music Group**), **Edison Chen** (Artist), **Sam Duann** (President, **Rock Records Co. Ltd**), **Terry McBride** (CEO, **Nettwerk Music Group** and Manager **Avril Lavigne**), the **IFPI's John Kennedy**, **Charles Huang** (Co-inventor of **Guitar Hero**), Globally renowned concert promoter **Harvey Goldsmith**, **Haji Taniguchi** (Managing Director, **Avex Group Holdings Inc**), **Tero Ojanperä** (EVP, Head of Entertainment, **Nokia**) and many others sharing the stage with a wealth of other local Asian and international music business leaders.

Created, managed and promoted by Hong Kong based entertainment marketing company, Branded Limited, the Music Matters programme is customised with the assistance of an advisory board comprising of senior representatives from across the entertainment value chain including major record companies, independents, promoters, digital retail, lawyers, financiers, mobile and media owners. The ongoing success of Music Matters clearly reflects the deserved attention that the Asia Pacific is receiving from the rest of the world and demonstrates that the business of Music... Matters!

*Plug into Asia!*

## ABOUT ALIVENOTDEAD.COM

**alivenotdead.com** is social networking site dedicated to artists and their fans, as well as people interested in supporting entertainment and the arts. **alivenotdead.com** is open to professional artists across all genres, including film, music, fashion, sports, performing arts, visual arts, and more. For artists it provides a platform where artists can grow their fan base, meet and collaborate with other artists, and share their creative works. For fans it is a place to discover new artists, connect with other fans, and share photos and blogs.

Ends

### Music Matters Event Information:

[www.musicmattersasia.com](http://www.musicmattersasia.com)

June 2<sup>nd</sup> – 4<sup>th</sup>, 2009 (Forum on June 3<sup>rd</sup> and 4<sup>th</sup>)  
Grand Ballroom, Grand Hyatt, Hong Kong

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