**FOR IMMEDIATE RELEASE** **June 3rd 2009**

## MUSIC MATTERS – THE ASIA PACIFIC MUSIC FORUM

# HUNDREDS OF DELEGATES ATTEND 4th ANNUAL MUSIC MATTERS FORUM IN HONG KONG

"The digital and physical markets can exist," said Universal Music Japan CEO and Chairman Kei Ishizaka during his keynote address at the 4th annual Music Matters, the only Asia Pacific Music Forum, which opened on June 2nd at the Grand Hyatt in Hong Kong. Yet Ishizaka also let attendees know that "young people cannot live without their mobiles", a statement that will certainly be echoed by the 75 speakers and 300 companies that are a part of the three day conference.

With Japan officially recognized as the 2nd largest music market in the world and the largest physical market last year, hundreds of influential attendees from around the world paid close attention to Ishizaka's opening remarks which underscored this year's forum theme: From Content to Context. In his additional role as Chairman of the RIAJ, the local labels body of the country's recording industry, Ishizaka was straightforward in admitting that record labels have now created segmented strategies for both younger and older (over 40 years old) listeners. "Digital music accounted for US$953 million last year, which is 20 percent of Japan's total sales. But sales from half of the top 10 albums are taken up by artists who are over 40."

Ishizaka also addressed piracy issues and how the RIAJ is tackling them, by revealing that the body have initiated a combination of criminal charges, specially labeled websites and education campaigns to stop illegal downloads, which currently stands at 407 million mobile songs a year, far outstripping legal downloads (329 million in 2008). He's optimistic for the future of the industry though, stating that the superstars of tomorrow may be hard to come by, but "record companies should recognize highly talented music producers and invest in them."

Other highlights during the two day forum include a live session with top recording star Jamie Cullum, an artist consultation with Terry McBride, the CEO of the Canadian based Nettwerk Group, updates from several countries around the region and forums on branding and monetizing social networks. In addition, several major mobile phone operators will be discussing developments in the growing relationship between the music and telecommunications industries. The event will also feature performances by over 50 recording artists, as selected by the growing regional web media platform Alivenotdead.com

"The idea of Music Matters is to promote successes within the industry whilst discussing the issues and trying to plot the road maps for problems," said Music Matters President Jasper Donat. "The world is looking at Asia to drive future growth through technological innovation and creative business modeling. We try to come at it from the angle of success." Music Matters will continue in Hong Kong through June 4th.

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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.

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!*

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**Music Matters Event Information:**
www.musicmattersasia.com
June 2nd – 4th, 2009 (Forum on June 3rd and 4th)
Grand Ballroom, Grand Hyatt, Hong Kong

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