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Music Lovers Across Asia Demand Swift Digital Delivery...CEOs and Company Representatives To Address Breakthroughs At Music Matters

According to recent surveys, the thirst for music in a variety of genres is reaching all time levels across the Asia-Pacific region. A recent study of over 5,000 people commissioned by MTV (conducted by TNS) in 12 key Asia-Pacific markets during the first quarter of 2008 shows that 93 percent of those surveyed are passionate about music. Other key indicators reveal that 86 percent play music on a computer, 76 percent play music on an MP3 player and 50 percent have recently downloaded music to their phones. Further results of the research will be exclusively released at Music Matters on June 4th.

On the flip side, if the music isn't easily accessible, half of those surveyed claimed that they went ahead and made illegal downloads. They also clearly want their mobile phone to be their means of playing music, as 76 percent would like it to be their main device. As in past years, this presents a continued challenge to mobile phone operators and record company executives who continue to strive to meet these needs. These issues will certainly be raised at a variety of seminars during the course of the three day Music Matters - Asia Pacific Music Forum, namely "The Word From The Street" panel, which will reveal more survey details at that time, as well as "Licensing 101" and "Mobile Matters".

For his part, Omnicore CEO, **Rob Lewis**, who will speak on the latter panel at 10:00 on June 5th, is upbeat about how downloading onto mobile phones is about to enter its "second phase". Nearly gone are the days when consumers would have to download on a track-by-track basis. Instead, he is enthusiastic about new developments concerning unlimited downloads direct to phones. "Everyone in the panel "Mobile Matters" would confirm that the strategic objective for them is to get global consumers on models where they have unlimited access to music either through the manufacturer or the carrier," says Lewis. "There is clear evidence that carriers that move from pay-per-track to unlimited tracks see an uptake in digital music by the consumers. Most rollouts see the ability for the carrier to overtake their existing a la carte pay per track revenue within eight to ten weeks of launching."

As for some major record companies in Asia, the trend for replacing the physical model with a digital one is too great to ignore. There is also the recognition that more substantial offerings must be made, and made now. Such acknowledgements and developments are expected to be addressed during the "Licensing 101" panel at 14:30 on June 4th. "If a kid gets into a pirated network in China, he takes 24 minutes to get the wrong song," claims **Ruuben van den Heuvel**, Senior Vice President Digital & New Development at Sony BMG Music Entertainment Asia. "The phones are now getting to the point where they are becoming the ultimate music player. That will be the centre of attention and I am excited about the business models we are developing to get the music in those devices."

But there's still quite a way to go before there is complete agreement or a streamlined method that all parties agree with, all of which should make for lively discussions at Music Matters. For their part, long term digital player Soundbuzz (who solidified their acquisition prospects with





MUSICMATTERS

THE ASIA PACIFIC MUSIC FORUM 3-5 JUNE 2008, GRAND HYATT, HONG KONG

Motorola at last year's Music Matters) believe that there's a way to go before all parties are moving with solidarity in the same direction. "What we would like to see is more truthfulness and more openness about several of the 800-pound gorillas in the industry—e.g. online, piracy, the telco/music label relationship and the label/publisher relationship," claims **Sudhanshu Sarronwala**, CEO of Soundbuzz, who will also be on the "Licensing 101" panel. "There simply needs to be more Telco operators attending."

So while surveys show that consumers across the region simply want to listen to a variety of music in the most convenient way possible, all parties involved are getting closer to that goal, yet there are still many discussions to be had, and if past years are anything to go by, important developments will be made during Music Matters. "Mobile and digital music is at the core and we'll be wrapping this up with 10 speakers talking about the future of music at the end of the conference," says **Branded** Co-Founder & Music Matters President, **Jasper Donat**, the event organizer. In this case, the only way to keep up with the future is to be a part of it.

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About Music Matters

Now in its third year, Music Matters is a forum created for, by and with the music industry in Asia. 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 business. The place to forge new business partnerships and opportunities, Music Matters is attended by an abundance of industry heavyweights and provides the platform for them to connect, form partnerships and plug into Asia. On top of the forum there are three parties showcasing up-and-coming acts from around the Asia-Pacific region.

Music Matters Speaker Interviews

Transcripts of interviews with key speakers are available at:
http://www.musicmattersasia.com/press_releases.php

Event Information

June 3rd – 5th, 2008 (Forum on June 4th & 5th)
Grand Ballroom, Grand Hyatt, Hong Kong

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