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### ***Music Heavyweights Headline at Music Matters***

U2 Manager and Principle Management CEO **Paul McGuinness** heads a stellar lineup of music industry luminaries who will be speaking at the third annual **Music Matters** forum, which will take place from **June 3<sup>rd</sup>-5<sup>th</sup>** at the Grand Hyatt in Hong Kong. Renowned concert promoter **Harvey Goldsmith**, Nettwerk Music Group CEO and manager of Avril Lavigne **Terry McBride**, Linkin Park Manager **Rob McDermott** and "Guitar Hero" creator **Charles Huang** are also set to talk at the event before an expected 600 high profile attendees. Attendees will include top record label executives, concert promoters, mobile industry leaders, handset manufacturers, advertisers, managers, digital media leaders and musical acts from around the world. *"It's a truly global speaker lineup,"* says Music Matters President and **Branded** Co-Founder & Executive Director **Jasper Donat**. *"This is now a global event based in Asia, focusing on Asia."*

One of the hottest topics at this year's cutting edge event is bound to be talk of **"360° Business Models"**, which is currently reshaping the music industry. With such superstar acts as Madonna and rapper Jay-Z signing new high profile deals, many attendees will certainly be discussing the possible impact on the industry. Ironically, the concept of all-encompassing and wide ranging deals has been commonplace in the Asian entertainment industry for years, and others are looking to this region to catch up and move ahead. *"Right now, Asia is the most important marketplace if you want to have a worldwide career,"* claims Nettwerk Music CEO Terry McBride who will be on the panel that will discuss such change. *"It's a complete paradigm shift."*

With Asia seeing a vast increase in touring and visits by international acts, many attendees will want to learn how the region is adapting. Hong Kong, Singapore and Bangkok are already seeing more big-name artists like Avril Lavigne and Alicia Keys, as well as edgier shows, each tailor-made to their markets. Yet with such a huge population and so many cities, China could become one of the biggest touring circuits in the world, if its infrastructure can adapt. Rob McDermott, who guided hard rock act Linkin Park into Shanghai, will be addressing this topic in the panel **"China—Making and Breaking An Artist In The Middle Kingdom"**. *"I'll be talking about Linkin Park and how the Chinese fans really embraced the band from the get go,"* he says. *"I'll also be discussing everything we would like to do or attempt to do!"*

Of course, there's plenty of conjecture that the gaming industry has more fans than the biggest selling musical act today. But they can co-exist and RedOctane EVP and Co-Founder has proved exactly that with **"Guitar Hero"**, which has already racked up more than US\$1,000,000,000 in sales since it made it's debut a few short years ago. With "Guitar Hero: Aerosmith" set to debut at the same time as Music Matters, Huang will be talking about how such synergy can rejuvenate the industry at the same time he is exploring ways of localizing the game. *"The success of the game has helped, but not everybody has seen it,"* says Huang. *"That's why Music Matters is important. We can show people what we do and get them excited."*





# MUSICMATTERS

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

Aside from touring, games and new business models, there will be plenty of discussions about the ways in which the telecommunications industry is working hand-in-hand with the music industry to create new business models for the future. At the same time, there will also be plenty of discussion about how consumers will benefit from it all. That's in addition to all the networking, parties and of course, the musical acts who will be performing at this year's event. *"This is where major deals get done and if the past two years are anything to go by, this is where some cool ideas will get developed,"* says Donat. *"It's wonderful for us to welcome so many global names."*

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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.

## Event Information

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

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