



# **ALLTHATMATTERS**

Celebrating 10 Years of Making it Matter

2015 DRAFT PROGRAMME

20<sup>th</sup>-24<sup>th</sup> May 2015,  
Ritz Carlton Millenia, Singapore

Updated 8 May



MUSIC



VIDEO



LIVE

The multi award-winning All That Matters is back in Singapore in May! All That Matters is the only Business2Business2Fan event in the Asia Pacific that connects the most influential figures in the digital, media and entertainment industries under one roof. Are you ready to join us on 20th to 24th May?

To make our 10th birthday really special we're rolling out our best ever programme featuring many new faces and legends of the global entertainment industry.

Tracks include **Video Matters "Behind the Streams"**, **Music Matters** and the **Live Entertainment** industry alongside over 70 bands from all over the world. Not forgetting the YouTube FanFest screamfest at the weekend.

Here is a snapshot of our speaker line-up for the week, but read on for our draft programme.

**Music industry keynote speakers include:**

- **Steve Jensen**, Manager of Mega-star Katy Perry
- **Richard Lee**, Chief Marketing Officer, PepsiCo & Tingyi Asahi Beverages China
- **Emma Banks**, Music Agent, CAA - Instrumental in building global fan bases for Red Hot Chili Peppers, Florence & the Machine, Daft Punk and many more
- **Terry Ellis**, Founder, Chrysalis Records and responsible for guiding the careers of Led Zeppelin and David Bowie

**Live entertainment industry keynote speakers include:**

- **Jay Marciano**, Chief Operating Officer, AEG Worldwide and Chief Executive Officer, AEG Live - Owner of the world's most profitable sports and entertainment venues
- **Andree Verleger**, Chief Executive Officer, ABC Event Production and creator of the Beijing Olympics opening ceremony
- **Marc Vincent**, President, Sennheiser Greater China
- **Melissa Carbone**, Chief Executive Officer, Ten Thirty One secured the largest deal in history on hit show Shark Tank, becoming business partners with Mark Cuban

**Video industry keynote speakers include:**

- **Dr Georg Ramme**, Managing Director, Endemol Beyond International
- **Patrick Walker**, Chief Executive Officer, Rightster
- **Mia Goldwyn**, Chief Content Officer, Stylehaul
- **Michelle Landy**, Chief Operating Officer, FremantleMedia Asia
- **John Merrifield**, Chief Creative Officer, Google Asia Pacific
- **Jaan Tallinn**, Founder, Ambient Sound Investments and co-founded Skype



**Other speakers who will be joining us:**

**Adam Wilkes**, President, **AEG Live Asia**  
**Aditya Swamy**, Executive Vice President and Business Head, **MTV India**  
**Alex Light**, Head of Content, **VICE Australia**  
**Amy Finnerty**, Executive Vice President of Talent, **Maker Studios**  
**Andrew Stone**, General Manager, **Chugg Entertainment**  
**Andrew Stott**, Partner, **Olswang**  
**Antoine Nazaret**, Head of Content - APAC, **Dailymotion**  
**Anthony Bay**, Chief Executive Officer, **RDIOF**  
**Archie Hamilton**, Managing Director, **Split United**  
**Ari Evans**, Founder & CEO, **Maestro**  
**Arunabh Kumar**, Social Star, **The Viral Fever**  
**Atul Churamani**, Managing Director, **Turnkey Music & Publishing**  
**Ben Heyhoe Flint**, Vice-President, **Asian Sponsorship Association** & CEO, **Asia Sponsorship News**  
**Bernard Cahill**, Founding Partner & Head of Music Division, **ROAR**  
**Bernie Cho**, President, **DFSB Kollektive**  
**Brandon Bakshi**, Executive Director, Writer/Publisher Relations, Europe & Asia, **Broadcast Music Inc. (BMI)**  
**Calvin Wong**, Executive Vice President, Asia, **Warner Music**  
**Charles Caldas**, Chief Executive Officer, **Merlin**  
**Chee Meng Tan**, Director, Label Relations, **Spotify**  
**Chris Lee**, Co-Founder, **Be FUNNY Studios**  
**Chris Lin**, Chief Executive Officer, **KKBOX**  
**Christophe Muller**, Director, Global Music Partnerships, **YouTube**  
**Dan Nevin**, Chief Executive Officer, **Australian Independent Record Labels Association (AIR)**  
**Chris Reed**, Global CEO, **Black Marketing**  
**Darren Chuckry**, Executive Director Client Services, **Uniplan**  
**David Powell**, Director, Content Operations, **YouTube APAC**  
**Dennis Yang**, Senior Director, Marketing, North Asia Office, **HTC Corp**  
**Devraj Sanyal**, Managing Director & Chief Executive Officer, **Universal Music Group South Asia, EMI Music South Asia**  
**Dominic Caisley**, Chief Executive Officer, **Big Sync Music**  
**Ed Peto**, Managing Director, **Outdustry**  
**Edward Pank**, Managing Director, **Warc Asia Pacific**  
**Elizabeth Chan**, Artist & Chief Executive Officer, **Merry Bright Music**  
**Elizabeth Moody**, Vice President Global Licensing, **Pandora**  
**Emma Banks**, Music Agent, **CAA**  
**Gavin Parry**, Executive Vice President Digital and Business Development, Asia and ANZ, **Sony Music Entertainment**  
**Gwen Bethel Riley**, Head of Business Affairs Music, **Disney Interactive**  
**Hang Dimas**, Chief Operating Officer, **PT. Langit Data Indonesia**  
**Hugh Forrest**, Director, Interactive Festival, **South by Southwest (SXSW)**  
**Ivy Wong**, Chief Executive Officer, **VS Media**  
**Jaen Tallinn**, Founder, **Ambient Sound Investments**  
**James Miner**, Managing Director, **MinerLabs**  
**Jamie Robertson**, General Manager (Asia), **MixRadio**  
**Jason Fielding**, Founding Partner, **Sound Campaign**  
**Jasper Donat**, Chief Executive Officer, **Branded**  
**Jeff Hughes**, Chief Executive Officer, **Omnifone**  
**Jennie Sager**, Head of Music, Entertainment, Events- Australia, **Twitter**  
**Jesse Liu**, General Manager, **Icon Promotions**  
**John Bissell**, Music Supervisor  
**John Cappello**, President and Chief Executive Officer, **AEG Asia**  
**John McLellan**, Partner, **Haldanes**  
**John Raczk**, Vice President of Entertainment, Development & Operations, **City of Dreams**  
**Jonathan Ng**, Editor, **SPH Razor**  
**Jonathan Serbin**, Head of Asia, **Billboard**  
**Josephine Cheng**, Senior Vice President, **KKBOX**  
**Josh Black**, Chief Executive Officer, **GroupM Content**  
**Justin Sweeting**, Music Director, **Clockenflap**  
**Jyrki Rosenberg**, Chief Executive Officer, **MixRadio**  
**Lee Trink**, Manager, Kid Rock & President, **Dare Mighty Entertainment**  
**Lindy Tsang**, **BubzBeauty**  
**Malik Ducard**, Global Head of Family and Learning, **YouTube**  
**Mandar Thakur**, Chief Operating Officer, **Times Music**  
**Mark Frieser**, Co-Chair, **SyncMatters**  
**Mark Smith**, Executive Director, **MusicNT**  
**Mark Yoo**, Director, International Business, **Club Octagon**  
**Martin Engelbrecht**, Regional Customer Experience Manager, **Harley-Davidson**  
**Michael Denmark**, Chief Executive Officer, **MDME**  
**Michael Harrison**, Tour Director, **Frontier Touring**  
**Nicholas Wodtke**, Vice President, Media Solutions Center, Southeast Asia & Oceania, **Samsung/Milk**  
**Nick Seckold**, CEO, **Mindshare Singapore**  
**Nicki Kenyon**, Head of Digital Marketing Group, Asia Pacific Region, **Visa Worldwide**  
**Normandy Madden**, Senior Vice President, Content Development, Asia-Pacific, **Thoughtful Media**  
**Paul Wong**, Executive Director, **#AGenC**  
**Phil Townsend**, Managing Director APAC, **Unruly Media**  
**Pochang Wu**, Founder & Chief Executive Officer, **INDIEVOX** & Vice President, **StreetVoice**  
**Rahul Kukreja**, Director, **The Livescape Group**  
**Ralph Simon**, Chief Executive Officer, **Mobilium Global Limited**  
**Rick Myers**, Chief Executive Officer, **DFRA**  
**Rob Schwartz**, Tokyo Bureau Chief, **Billboard Magazine**  
**Robb Spitzer**, Managing Director, **Live Nation China**  
**Robin Malau**, Founder & Chief Executive Officer, **Musikator**  
**Rod Strother**, Director, Digital and Social Centre of Excellence, **Lenovo**  
**Ruuben van den Heuvel**, Head of Music Partnerships (APAC), **Google Play**  
**Sam Rogoway**, Chief Executive Officer, **Victorious**  
**Sandy Monteiro**, President, South East Asia, Head of New Business, Asia Pacific (ex-Japan), **Universal Music Group International**  
**Scot Morris**, Director International, **APRA/AMCOS**  
**Shen Lihui**, General Manager, **Modern Sky**  
**Simon Wheeler**, Director of Digital, **Beggars Group**  
**Soumini Paul**, Vice President, **Artist Aloud, Hungama**  
**Stephanie Battista**, Senior Design Program Manager, Wearables, **Modern Edge**  
**Stephen Deane**, Global Commercial Director, **Guvera**  
**Stuart LaBrooy**, Brand Manager, **SK-II**  
**Stuart Watters**, Director of Licensing & Business Affairs, **Nightlife Entertainment**  
**Sylvain Delange**, Head of Sales, Asia, **Believe Digital**  
**Ted Cohen**, Managing Partner, **Tag Strategic**  
**Tom Griggs**, Video Producer/Reporter, **Financial Times**  
**Tony Zameczkowski**, Vice President & Managing Director, International, **Victorious**  
**Trevor Lai**, Chief Executive Officer & Creative Director, **UP Studios**  
**Vaasu Gavarasana**, Brand Director, **AXA** & Co-Chair, **Asian Content Marketing Association**  
**Vijay Nair**, Founder & Chief Executive Officer, **Only Much Louder**  
**Vince Bannon**, Vice President, Strategic Partnerships and Evangelist, **Getty Images**  
**Wayne Lee**, Head of Entertainment, **Club Zouk**  
**Yonathan Nugroho**, Board of ASIRI, Managing Director, **Trinity Optima Production**



MUSIC

VIDEO

LIVE

Grand Ballroom

Millenia 1

\* LIVE! Matters running concurrently in the Ballroom



10:00-13:00

Gateway To Asia sessions

The 'Gateway To' sessions explore business opportunities while providing an overall industry update on some of Asia Pacific's most exciting music markets. Attendees will hear local experts give insights on market entry for international artists and labels, key mistakes to avoid, and areas of potential and growth unique to their countries.

10:00-10:45

Gateway to India

**Atul Churamani**, Managing Director, **Turnkey Music & Publishing**  
**Mandar Thakur**, Chief Operating Officer, **Times Music**  
**Vinit Thakkar**, Vice President - Digital, New Business & Licensing, **Universal Music India**  
**Aditya Swamy**, Executive Vice President and Business Head, **MTV India**

Moderator: **Soumini Paul**, Vice President, **Artist Aloud** & Special Content Creation, **Hungama**

10:45-11:30

Gateway to Indonesia

**Jamie Robertson**, General Manager (Asia), **MixRadio**  
**Yonathan Nugroho**, Board of ASIRI, Managing Director, **Trinity Optima Production**  
**Hang Dimas**, Chief Operating Officer, **PT. Langit Data Indonesia**

Moderator: **Robin Malau**, Founder & Chief Executive Officer, **Musikator**

11:30-12:15

Gateway to Australia

**Mark Smith**, Executive Director, **MusicNT**  
**Dan Nevin**, Chief Executive Officer, **Australian Independent Record Labels Association (AIR)**  
**Andrew Stone**, General Manager, **Chugg Entertainment**  
**Michael Harrison**, Tour Director, **Frontier Touring**

Moderator: **Ruuben van den Heuvel**, Head of Music Partnerships (APAC), **Google Play**

12:15-13:00

Gateway to Taiwan

**Dennis Yang**, Senior Director, Marketing, North Asia, **HTC Corp**  
**Pochang Wu**, Founder & Chief Executive Officer, **INDIEVOX** & Vice President, **StreetVoice**  
**Jesse Liu**, General Manager, **Icon Promotions**  
**Gideon Su**, Producer/Arranger, **ISP Performing and Production**

Moderator: **Jonathan Serbin**, Head of Asia, **Billboard**

Lunch (13:00-14:30) VIP Pass holders only



14:30-15:00

LIVE! Matters opening

**Jasper Donat**, Chief Executive Officer, **Branded**

15:00-15:30

The key to turning live entertainment into an immersive experience

After securing the largest deal in history on ABC's smash hit show "Shark Tank" and becoming business partners with billionaire Mark Cuban, Melissa Carbone creates, owns and produces live horror attractions. At LIVE! Matters, Melissa will show delegates what makes a show an immersive experience and not a spectator sport.

- Spectator entertainment is dead: What brings immersive experiences to life?
- Why horror shows?
- What makes your show productions memorable?

**Melissa Carbone**, Chief Executive Officer, **Ten Thirty One Productions**

Interviewer: **Bernard Cahill**, Founding Partner and Head of Music Division, **ROAR**



14:45-17:15

The Sync Matters Summit

Music Matters, the premier conference for all things music in Asia and across the globe, and SyncSummit, the world's leading marketplace where executives and creators of music and film, TV, video games, ads and interactive meet to do business have come together to create SyncMatters, Asia's first event discussing music and how it is used in branded campaigns, content and creative projects.

SyncMatters is designed to allow people who make and use music for visual/interactive projects to share knowledge on best practices in preparing music for and getting music into projects, discuss the role of music in creative development, and the role of sync, brand affiliation and composition in the development of artist careers



Grand Ballroom

Millenia 1

\* LIVE! Matters running concurrently in the Ballroom



15:30-16:15

**Intelligent show creation: The nexus between creativity and technology**

"Every show must offer a path for new innovation and creative impact." States Andree Verleger, media artist, show developer and producer of high-impact, headline-grabbing events. His credits include the Beijing Olympic Opening Ceremony, sensational product launches for Mercedes Benz and a 15,000 attendee gala extravaganza for NuSkin in Dubai. Verleger's works are emotively engaging technology and innovation masterpieces, strategically centered around human perception and cognitive effects on the viewer.

- How does technology enable ideas to be made into reality?
- What are the characteristics of the most memorable shows?
- Behind the scenes: Creating masterpieces, the grit and the glory

**Andree Verleger**, Media Artist/Show Developer, **ABC Event Production**

Interviewer: **Alex Burgos**, Creative and Business Development, **ABC Event Production**

14:45-15:15

**Music in TV and film: A discussion with music supervisor John Bissell**

John Bissell is one of the world's top music supervisors working in film and TV today. With projects that range from the hit shows like Blacklist and The Bridge to films like Zero Dark Thirty to The Hurt Locker and Lord Of War, John successfully ensures the best possible music is found, vetted and used for some of the most popular TV and film projects worldwide.

- Highlights of John's career
- Best practices for music creators and owners to get their music found and used
- What not to do and how you can make his job, as the decision maker easier

**John Bissell**, Music Supervisor & President, **Mothlight Music**

Interviewer: **Mark Frieser**, Co-Chair, **Sync Matters**

15:15-16:15

**Roundtable Discussion: I'd like to teach the world to sync**

This discussion brings together music and sync experts from across Asia and across the world in a no-holds-barred conversation with the goal to not only compare and contrast how music is found and used in branded campaigns and visual/interactive media projects, but also to discuss how people can get music into the ears of the people (wherever they are) in charge of TV/Film/ad/video game and mobile/Internet projects, and perhaps most important, what not to do.

- Gwen Bethel Riley**, Head of Business Affairs Music, **Disney Interactive**
- Brandon Bakshi**, Executive Director, Writer/Publisher Relations, Europe & Asia, **BMI**
- Elizabeth Chan**, Artist & Chief Executive Officer, **Merry Bright Music**
- Dominic Caisley**, Chief Executive Officer, **Big Sync Music**
- John Bissell**, Music Supervisor & President, **Mothlight Music**
- Mandar Thakur**, Chief Operating Officer, **Times Music**

Moderator: **Mark Frieser**, Co-Chair, **Sync Matters**

**Caffeine Matters (16:15-16:45)**

16:45-17:15

**Using live entertainment to build a brand: Another bridge towards the pursuit of perfect sound**

With over 35 years of experience in sound engineering and electro acoustics, and a serious passion for music, Marc Vincent has spent the last 8 years as President of Sennheiser Greater China. Responsible for the development of the brand across all commercial activities, Vincent leads the quest to deliver acoustic excellence to the growing market of sound aficionados in the region.

**Marc Vincent**, President, **Sennheiser Greater China**

16:45-17:15

**Disney music and games: A conversation with Gwen Bethel Riley, Head of Business Affairs Music, Disney Interactive**

This keynote features a discussion of how music is used to bring the narrative and story of video games to come to life, including how the creative process works, examples of how music is integrated into the interactive experience and how this translates into great gameplay

17:15-18:00

**Live and loud! What are the hottest opportunities for the live entertainment industry?**

Jay Marciano is a veteran of the venue and live entertainment space, having added his touch to Radio City Music Hall, Madison Square Garden, Beacon and Chicago Theatres. He is currently running AEG's European operations, including the O2 venues. For him, "Great venues build and sustain artists' careers." He will share his insights on the future of the live industry.

- How has the live entertainment industry changed with tech-savvy audiences?
- What are audiences looking for from live shows? Have expectations changed?
- Crystal-ball gazing: The most influential changes for the live industry in the next 3-5 years?

**Jay Marciano**, Chief Operating Officer, **AEG Worldwide** & Chief Executive Officer, **AEG Live**

17:15-17:30

**End of Sync Matters Summit**

**Mark Frieser**, Co-Chair, **Sync Matters**

**8 'til late Music Matters Live @ Various venues**

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



Grand Ballroom

Millenia 1

\* Video and Music Matters: Behind the Streams running concurrently in the Ballroom



09:00-09:20

**Video Matters: Behind the Streams opening**  
Jasper Donat, Chief Executive Officer, Branded

09:20-9:50

**The online video evolution: Which platform should you bet on?**

- What new services compete with YouTube's ten-year dominance of the online video space? Can YouTube continue to remain top dog? Or is there plenty of room at the top?
- What do all these changes mean to video creators and rights holders?
- How to navigate through this rapidly fragmenting space

Patrick Walker, Chief Executive Officer, Rightster

09:50-10:30

**Showing the love! What unique digital experiences are you bringing to fans of your brand?**

- How can brands engineer digital experiences that match up to real-life?
- Examples of the most imaginative use of digital influencer marketing
- How should brands be utilising mobile and social to engage with their audiences?

John Merrifield, Chief Creative Officer, Google Asia Pacific  
Sam Rogoway, Chief Executive Officer, Victorious  
Mia Goldwyn, Chief Content Officer, StyleHaul

Moderator: Edward Pank, Managing Director, Warc Asia Pacific

10:30-11:15

**Chicken or egg: The influence of TV on online content**

- How are digital platforms integrating in TV shows? What's the benefit of more online "noise"?
- How is TV being influenced by the popularity of online stars?
- What are the most interesting examples: TV, advertisers, YouTube content integration?

Michelle Landy, Chief Operating Officer, FremantleMedia Asia  
Alex Light, Head of Content, VICE Australia  
Antoine Nazaret, Head of Content - APAC, Dailymotion  
Amy Finnerty, Executive Vice President of Talent, Maker Studios  
Malik Ducard, Global Head of Family and Learning, YouTube

Moderator: James Miner, Managing Director, MinerLabs

09:00-10:00

**Breakfast hosted by STB** (by invitation only)



**Branded Content and Consumer Engagement to 2025-The next 10 years**

Caroline Darcy, Head of Sponsorship, UBS  
Josh Black, CEO, GroupM Entertainment  
Michelle Landy, COO, Fremantle  
Alex Light, Head of Content, VICE Australia  
Vaasu Gavarasana, Brand Director, AXA & Co-Chair, Asian Content Marketing Association  
Gavin Parry, Executive Vice President Digital and Business Development, Asia and ANZ, Sony Music Entertainment

10:00-10:10

**LIVE! Recap of Day 1**  
Jasper Donat, Chief Executive Officer, Branded

10:10-11:00

**Branding live: Structures of the modern brand and artist partnerships**

- Analysis: Characteristics of successful brand sponsorships in the live entertainment industry
- How can a successful brand partnership sell tickets?
- What are examples of the most impressive and innovative digital integration campaigns?
- What metrics should brands put in place to maximise their investment for live entertainment?

John Cappel, President and Chief Executive Officer, AEG Asia  
Martin Engelbrecht, Regional Customer Experience Manager, Harley-Davidson  
Bernard Cahill, Founding Partner and Head of Music Division, ROAR  
Emma Banks, Music Agent, CAA  
Sandy Monteiro, President, South East Asia, Head of New Business, Asia Pacific (ex-Japan), Universal Music Group International

Moderator: Jason Fielding, Founding Partner, Sound Campaign

11:00-11:15

**How Kid Rock's brilliant \$20 ticket innovation extended the life and success of an artist?**

Affordable, accessible and still highly lucrative. Ticket innovations creating fan friendly experiences result in grand slam success. Kid Rock is the self proclaimed music-biz revolutionary with his \$20 concert ticket innovation.

- Is the ability to experiment at the top level concert business missing?
- Trusting the strength of the artist, leaving success down to the number of bodies through the door
- How nurturing a fan-friendly experience strengthens the fan bond and extends an artist's career
- What is the real value of paperless ticketing and other innovations to avoid ticket scalping?

Lee Trink, Manager, Kid Rock & President, Dare Mighty Entertainment

Interviewer: Rob McDermott, CEO, To11 Media/MME

Caffeine Matters (11:15-11:45)

11:45-12:15

**Welcome to the new normal: Creating a global business with digital superstars**

- What does the digital content creation and distribution landscape look like for a company like Endemol?
- Where will Endemol be in 5 years time?
- Where does the greatest opportunity lie to capture new audience bases?
- I'm a Phan: Working to grow a powerhouse that bridges TV and online

Dr Georg Ramme, Managing Director, Endemol Beyond International



## Grand Ballroom

## Millenia 1

\* Music Matters will be running concurrently in the Grand Ballroom



12:15-12:30

## Opening of Music Matters

Jasper Donat, Chief Executive Officer, **Branded**Feat. Ellen Healy, Senior Director Marketing, Consumer Engagement  
PepsiCo, Global Beverage Group

12:30-12:45

Business Rockstar: Hyung-kwan Shin, Executive Vice President and Head of Mnet Division, **CJ Entertainment and Media**

12:45-13:00

## Industry update: Mobile-led music services

Nicholas Wodtke, Vice President, Media Solutions Center, Southeast Asia & Oceania,  
**Samsung/Milk**Interviewed by: Jeff Hughes, Chief Executive Officer, **Omnifone**

12:15-13:00

## Online2Offline2Online: Amplification of live events to online

- Insights: Some of the ways marketers are engaging with their customers using live events?
- How to maximise live events and leverage online assets
- How is the integration of all marketing activities being utilised for greater business results (sponsorship, events, below the line, above the line, traditional)?

Nicki Kenyon, Head of Digital Marketing Group, Asia Pacific Region, **Visa Worldwide**Josh Black, Chief Executive Officer, **GroupM Content**Ari Evans, Founder & Chief Executive Officer, **Maestro**Moderator: Darren Chucky, Executive Director Client Services, **Uniplan**

## Lunch (13:00 -14:30) VIP pass holders only

14:30-15:15

Business Rockstar: Terry Ellis, Founder, **Chrysalis Records**

Founder of Chrysalis Records and responsible for guiding the careers of Led Zeppelin, David Bowie, Jethro Tull, Billy Idol and Blondie among others, Terry Ellis will share his own version of the history of rock and give thoughts on its present state and its future in a keynote discussion.

15:15-16:00

## Alternative revenue streams: The need to create content outside traditional revenue streams

- How can artists and labels realise alternate revenue streams leveraging digital content and platforms?
- What is the most promising potential revenue stream, from brand relationships, licensing opportunities and live performances?
- What are the mistakes artists need to avoid in the digital world?

Christophe Muller, Director, Global Music Partnerships, **YouTube**Stuart Watters, Director of Licensing & Business Affairs, **Nightlife Entertainment**Devraj Sanyal, Managing Director & Chief Executive Officer, **Universal Music Group South Asia, EMI Music South Asia**Chee Meng Tan, Director Label Relations, **Spotify**Jennie Sager, Head of Music, Entertainment, Events- Australia, **Twitter**Moderator: Vince Bannon, Vice President, Strategic Partnerships and Evangelist, **Getty Images**

\* Music Matters will be running concurrently in the Grand Ballroom

15:15-17:30

## Sponsorship Matters produced with the Asian Sponsorship Association



15:15-15:25

## Opening of Sponsorship Matters

Ben Heyhoe Flint, Vice-President, **Asian Sponsorship Association** & CEO, **Asia Sponsorship News**

15:25-15:45

## What the numbers say: The Asian sponsorship market

Ian Jickell, Vice President Sales & Partnerships Asia Pacific, **SPONSORIUM**

## Caffeine Matters (16:00-16:30)

16:30-16:50

## Putting music fans first

Guvera's Global Commercial Director Stephen Deane shares his commitment to being part of the "greatest music entertainment experiences for fans", including his belief in the support of established and emerging artists, designing integrated music solutions for brands, and keeping the business focus firmly on the fans. *Guest appearance:* A Guvera fan will also join him on stage.Stephen Deane, Global Commercial Director, **Guvera**

16:50-17:30

## In the club and beyond: EDM across Asia

- With the worldwide explosion of EDM, how relevant is this genre in Asia?
- Where are the hotspots for EDM in the region - why?
- What opportunities are available for Asian and international artists at festivals and clubs?
- How can sponsors engage with EDM brands and fans?
- What are the pitfalls and threats to the continued development of EDM?

Calvin Wong, Executive Vice President, Asia, **Warner Music**Mark Yoo, Director, International Business, **Club Octagon**Rahul Kukreja, Director, **The Livescape Group**Wayne Lee, Head of Entertainment, **Club Zouk**Brandon Bakshi, Executive Director, Writer/Publisher Relations, Europe & Asia, **Broadcast Music Inc. (BMI)**Moderator: Paul Wong, Executive Director, **#AGenC**

16:30-17:30

## Live open roundtable: Debate on maintaining and growing Asia's spectacular sponsorship growth

- How could Asia's sponsorship growth be sustained?
- Which sector shows the most promising opportunities?
- Emerging markets
- Owned vs rent

Caroline Darcy, Head of Sponsorship, Asia Pacific, **UBS**Mike Jackson, Managing Director, **MEC**Anathea Ruys, Head of Fuse Asia Pacific, **Omnicom Media Group Asia Pacific**Michael Denmark, Chief Executive Officer, **MDME**Aditya Swamy, Executive Vice President and Business Head, **MTV India**Moderator: Andrew Stott, Partner, **Olswang**

Grand Ballroom

Millenia 1

*\*Music Matters running concurrently in the Ballroom*



**17:30-18:15**

**Business Rockstars: Steven Jensen, Partner, Direct Management with Ralph Simon**

Manager of a very select roster of pop music artists including Katy Perry and Adam Lambert, Steve Jensen spent his life developing strong careers for the likes of OMD, The B-52's, Counting Crows and Tracy Chapman. He will share rare business insights in an Artist Manager Keynote.

Interviewer: **Ralph Simon**, Chief Executive Officer, **Mobilium Global Limited**

**18:15-18:30**

**I should be so Lachie: Farewell to the godfather of the Asian music industry**

**Lachie Rutherford**, ex-President, **Warner Music Asia Pacific**

**8 'til late Music Matters Live @ Clarke Quay**

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

**Music Matters Live VIP Party (8.30 'til Late) VIP pass holders only**

**Music showcases include:**

KPOP Night Out



Music France





Grand Ballroom

Millenia 1



09:00-09:10  
Video Matters and Music Matters recap

09:10-09:55  
Approaches To Video Creation: Origination, co-creation & sponsorship

- Video is no longer a luxury but a marketing must-have but what's the right way for brands to create video content?
- Should they create their own, partner with a media owner or simply sponsor somebody else's?
- Is it better to build, borrow or buy?
- And how can they do it sustainably?

Chris Lee, Co-Founder, **Be FUNNY Studios**  
Rod Strother, Director, Digital and Social Centre of Excellence, **Lenovo**  
Jonathan Ng, Editor, **SPH Razor**  
Jeffrey Seah, CEO, South East Asia & Chairperson, Asia Digital Leadership Team, **Starcom Mediavest Group**

Moderator: **Neal Moore**, Co-Founder & CEO, **Click2View**

09:55-10:30  
Case study "Finding the win-win": What type of relationship with creators is right for my brand?

- How does SK-II work with influencers?
- What platforms have been used?
- How does SK-II measure the ROI of its influencer marketing partnerships?

**Stuart LaBrooy**, Brand Manager, **SK-II**

10:30-11:15  
#FANS: Media (r)evolution

- How new technology and platforms are empowering fans?
- How are platforms and fans redefining the media and entertainment industries?
- How do "fan-friendly media companies" operate? What is the medium and long-term business models?

**Patrick Walker**, Chief Executive Officer, **Rightster**  
**Arunabh Kumar**, Social Star, Founder and Chief Executive Officer, **The Viral Fever**  
**David Powell**, Director, Content Operations, **YouTube APAC**

Moderator: **Tony Zameczkowski**, Vice President & Managing Director, International, **Victorious**

10:00-10:45  
Hitting the Road: How to tour China (successfully)

- What is needed for international bands and artists to tour China – where do you start, how do you set up a tour and what are the main challenges and mistakes to avoid?
- What's the best way to access markets outside Beijing and Shanghai?
- Is there a music genre that's particularly popular – what's working now?
- How can you promote your music to create demand?
- What are some key festivals and venues/live houses?

**Archie Hamilton**, Managing Director, **Split United**  
**Adam Wilkes**, President, **AEG Live Asia**  
**Robb Spitzer**, Managing Director, **Live Nation China**

Moderator: **Ed Peto**, Managing Director, **Outdustry**

10:45-11:15  
China LIVE! Lihui Shen, General Manager, **Modern Sky**

As founder Modern Sky, one of China's most celebrated music brands and largest music festival operator, Lihui Shen discusses the current state of festivals and the independent music scene in China as well as the launch of the Modern Sky Music Festival in the US.

Interviewer: **Rick Myers**, Chief Executive Officer, **DFRA**

Caffeine Matters (11:15-11:45)



11:45-12:05  
Business Rockstar: Digital Innovator - **Chris Lin**, Chief Executive Officer, **KKBOX**

Founder and Chief Executive Officer of one of Asia's original and most respected music streaming services, Chris will discuss his successful entrepreneurship path and KKBOX's recent expansion throughout the Asian region.

12:05-12:50  
Pause the Hearsay: Transparency in the music streaming and video age

- The rates being paid in the streaming business - the story from both sides of the coin
- What is being done to enable artists, labels and publishers to efficiently and effectively access their royalty and sales information?
- How effective is the current process?
- How are streaming and digital services making information on royalty available to repertoire owners?

**Sylvain Delange**, Head of Sales, Asia, **Believe Digital**  
**Elizabeth Moody**, Vice President Global Licensing, **Pandora**  
**Scot Morris**, Director International, **APRA/AMCOS**

Moderator: **Ted Cohen**, Managing Partner, **Tag Strategic**

11:45-12:30  
Real Time Just Got Real: The risks & rewards of live streaming video

Real time broadcast video used to require OB trucks and satellite links, then webcasting came along but you still needed a full production team and streaming engineer, now you just need a mobile phone. But, without the checks and balances that accompany a large production do live streaming apps like Meerkat and Periscope present more of an opportunity or a threat to brands and media owners? How will they use streaming and what happens when it goes wrong?

**Nick Seckold**, CEO, **Mindshare Singapore**  
**Phil Townend**, Managing Director APAC, **Unruly Media**

Moderator: **James Miner**, Managing Director, **MinerLabs**

12:30-13:00  
Video really does matter: Co-creating branded content that audiences love!

**Mia Goldwyn**, Chief Content Officer, **StyleHaul**  
**Lindy Tsang**, **BubzBeauty**, over 300 million video views

Lunch (13:00-14:30) VIP Pass holders only



Millenia 1



14:30-15:15

**Brand talk: Richard Lee, Chief Marketing Officer, PepsiCo & Tingyi Asahi Beverages China**

Richard Lee has an impressive 17 years of marketing experience for a global mega brand famous for its musical partnerships. Known for his "either run with it, or get left behind" philosophy, Richard has positioned himself as one of China's most powerful and creative marketers. In his Keynote, Lee will give his insights into brands and collaborators in relation to their consumers, as well as predicting China's marketing trends.

Interviewer: **Trevor Lai**, Chief Executive Officer & Creative Director, **UP Studios**

15:15-16:00

**Ups and downs: Streaming service update for Asia**

- Insight: The state of the current streaming business in Asia?
- What's working and what is not. A look at success stories and the problems and roadblocks
- How to identify trends and understand customer acquisition and retention
- How are streaming services in Asia planning for the future? What can be expected?

**Anthony Bay**, Chief Executive Officer, **RDIO**  
**Jyrki Rosenberg**, Chief Executive Officer, **MixRadio**  
**Stephen Deane**, Global Commercial Director, **Guvera**  
**Josephine Cheng**, Senior Vice President, **KKBOX**  
**John McLellan**, Partner, **Haldanes**

Moderator: **Jeff Hughes**, Chief Executive Officer, **Omnifone**

14.30-15:00

**From co-founding Skype to the future of AI: An entrepreneur's journey**

**Jaan Tallinn**, Founder, **Ambient Sound Investments**

Interviewer: **Chris Reed**, Global CEO, **Black Marketing**

15:00-15:20

**The future of tech: How will wearables reality change the way we consume content?**

- What are the most exciting tech that will be adopted quickly by consumers?
- How are wearables being utilised for the entertainment industry?

**Stephanie Battista**, Senior Design Program Manager, Wearables, **Modern Edge**

Moderator: **Hugh Forrest**, Director, Interactive Festival, **South by Southwest (SXSW)**

15:20-15:50

**China's video landscape: Unleashing the power of 1 billion people**

**Ivy Wong**, Chief Executive Officer, **VS Media**

Interviewer: **Normandy Madden**, Senior Vice President, Content Development, Asia-Pacific, **Thoughtful Media**

Caffeine Matters (16:00-16:30)

16:30-16:50

**In conversation with indie rights holder: Charles Caldas, Chief Executive Officer, Merlin**

Charles Caldas shares Merlin's independent label perspective and future outlook of streaming across Asia and around the globe

- How has music consumption changed from the storefronts of the past to the current vast array of online streaming services for the independent label and artist?
- How are these new modes of consumption providing dynamic experiences for users, and a new kind of commercial success for artists?

Interviewed by: **Bernie Cho**, President, **DFSB Kollektive**

16:50-17:30

**Business Rockstars: Emma Banks, Music Agent, CAA with Ralph Simon**

Amongst Billboard's "Top 50 Women in Music", 4-time winner of Pollstar's International Agent of the Year and 6-time "Second Least Offensive Agent" winner at the ILMC, Emma Banks is a legendary Music Agent and co-head of the London office of Creative Artists Agency (CAA). After shaping Heltzer Skelter into one of the premier music booking agencies in Europe, she now represents the careers of many of the world's leading musicians including Red Hot Chili Peppers, Katy Perry, Bruno Mars and Kylie Minogue, as well as emerging artists of note such as Hozier, Becky Hill and The Ruen Brothers.

Interviewer: **Ralph Simon**, Chief Executive Officer, **Mobilium Global Limited**

17:30-17:40

**Closing of Music Matters**

**Jasper Donat**, Chief Executive Officer, **Branded**

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