

Please refer to sched for up to date programme



ALLTHATMATTERS

MUSIC SPORTS DIGITAL MARKETING

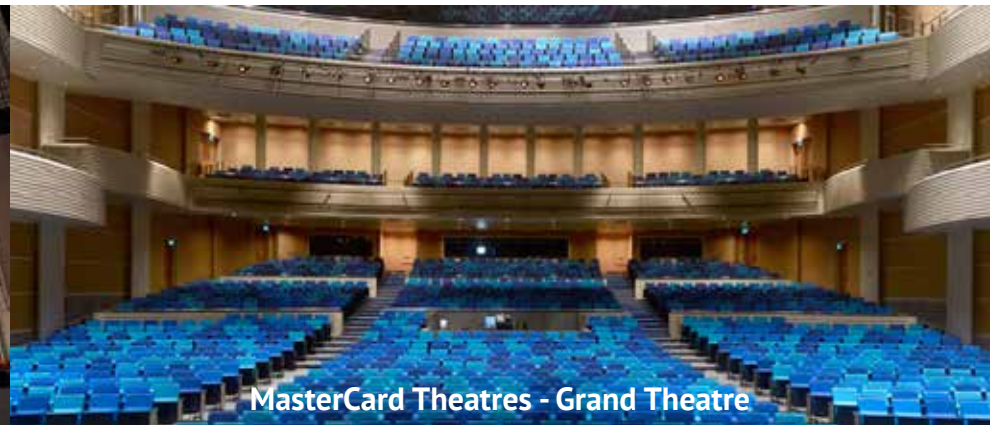
DRAFT PROGRAMME - 5th September

LIVE UPDATES ONLY AVAILABLE TO REGISTERED DELEGATES THROUGH SCHED.ORG

SEPTEMBER 12-15, MARINA BAY SANDS, SINGAPORE



MasterCard Theatres - Sands Theatre



MasterCard Theatres - Grand Theatre



ArtScience Museum

www.allthatmatters.asia

TUESDAY, 13TH SEPTEMBER 2016

MasterCard Theatres - Sands Theatre

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ArtScience Museum



MORNING

9:15-9:35 AM

Music Matters opening

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

The emcee for Day 1 of Music Matters will be **Dominic Lau, Television and Radio Host**

9:35-10:20 AM

Keynote: Denis Handlin, Chairman & Chief Executive Officer Australia and New Zealand, President Asia, **Sony Music Entertainment**



One of the world's most respected and successful music industry executives, Denis Handlin will lay out the future of the music and entertainment business and what you need to do to remain competitive in the world's fastest changing industry. He will also discuss industry leadership, plus artists, business partner and consumer relationships in the fast expanding entertainment spectrum.

10:20-10:30 AM

Live Music Matters! The Veronicas - Identical twin sisters Lisa and Jessica Origliasso debut studio album 'The Secret Life of...' was certified 4x platinum by ARIA and have been regularly topping the Australian charts since. A special performance from one of Australia's leading music acts.

10:30-11:15 AM

Keynote: Dave Jordan, Chairman & Chief Executive Officer, **Format Entertainment**

As one of Hollywood's most successful music supervisors whose credits include blockbusters such as Guardians of the Galaxy, Iron Man, Avengers, and Transformers, Dave Jordan discusses the nuts and bolts of music in film, working with Marvel Studios and the integral role music often plays in Hollywood.

Interviewed by **Mark Frieser**, Chief Executive Officer, **SyncSummit/Sync Exchange**

11:15-11:45 Coffee Break

11:45-12:30 PM

Keynote: Arthur Fogel, Chairman of Global Music and President of Global Touring, **Live Nation Entertainment**



As the driving force behind some of the most memorable and highest-grossing tours in history, there are few who have had as big an impact on the live music scene. Arthur Fogel discusses his legendary and influential career working with some of music biggest superstars across all corners of the globe.

Moderated by **Ralph Simon**, Chairman & Chief Executive Officer, **Mobilium Global Limited**

12:30-12:55 PM

An interview with **Paras Sharma**, Senior Vice President, **MTV & Comedy Central Brands and Digital Media, Asia**



MTV is the world's biggest youth entertainment brand. In an ever changing media landscape, how does MTV, known as one of the brands that shaped pop culture over the years, stay relevant and engaged with its young audience and showcase regional and local talents in Asia?

Interviewed by **Dom Lau, Television & Radio Host**

1:00-2:20 Lunch

Sports Matters -
commences on
Wednesday,
September 14

9:45-5:30 PM

Music Matters Academy



(By Invitation Only)

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MUSIC JOOX

2:20-2:35 PM

Japan to the World: In conversation with Haruhiko Miyano, CEO, Amuse Entertainment Singapore

Interviewed by **Graham Perkins**, Chief Operating Officer, **Eastern Sound Temple**

2:35-2:50 PM

West into east - Grammy Award winning producer Steve Lillywhite on producing Thailand superstar rock band Slot Machine

Steve Lillywhite, Record Producer

Interviewed by **Graham Perkins**, Chief Operating Officer, **Eastern Sound Temple**

2:50-2:55 PM

Live Music Matters! Slot Machine -Fresh off the release of their first English language album earlier this year with legendary record producer Steve Lillywhite, Slot Machine will give us a taste of the music that has kept them at the forefront of the Thai music scene for the last 10 years.

2:55-3:40 PM

Transparency in the streaming age: How digital services, publishers and content owners are adapting to the call for transparency in consumer data access and royalty reporting

Charles Caldas, Chief Executive Officer, **Merlin**

Syaheed MSBI, Head of Trade Marketing (Asia Pacific) & Country Manager (Singapore/Malaysia), **Believe Digital**

Simon Moor, Managing Director **Kobalt Music Group Australia & New Zealand**, General Manager **Kobalt Music Group Asia**

Alexander Shulgin, Founder, **Gruppa Kompaniy Familia**

Moderated by **Mandar Thakur**, Chief Operating Officer, **Times Music**

3:40-4:00 Tea Break

4:00 - 4:10 PM

Live Music Matters! Aaradhna

QQ Music China Forum



4:10-4:30 PM

Keynote: Andy Ng, General Manager, **QQ Music at Tencent Holdings Limited**



Interviewed by **Rob Schwartz**, Asia Bureau Chief, **Billboard Magazine**

4:30-5:10 PM

The world turns to China: Streaming and digital overview

How can you tap into the unlocked potential of China's 650 million strong online user base? Our panel of China music experts discuss the current and future streaming landscape in this huge market.

Jonathan Dworkin, Senior Vice President, Digital Strategy & Development, **Universal Music Group**

Andy Ng, General Manager, **QQ Music**

Simon Robson, President, Asia, **Warner Music**

Simon Wheeler, Director of Digital, **Beggars Group Digital Limited**

Moderated by **Rob Schwartz**, Asia Bureau Chief, **Billboard Magazine**

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5:10-5:50 PM

Making money in China 2016 - It can be done!

A cross-industry perspective on monetisation of the listening audience in this significant market, with insights from the money makers themselves.

Kenney Shiu, Director, **Kobalt Music Asia Pacific**

Reggie Ba-Pe III, Founder, **Sonically Transmitted Disease and Arkham**

TC Pan, CEO & Founder, **Ultimate Music China**

Adam Wilkes, President, **AEG Live Asia**

Moderated by **Ed Peto**, Managing Director, **Outdustry**

AFTERNOON

Everyone is invited! 8 'til late Music Matters festival @ Millian

www.musicmatters.asia

Plus dedicated country showcase from



WEDNESDAY, 14TH SEPTEMBER 2016

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9:00-9:15 AM

Opening Music Matters Day 2

The emcee for Day 2 of Music Matters will be **Ralph Simon**, Chairman & Chief Executive Officer, **Mobillium Global Limited**

9:15-9:35 AM

Merlin labels in Asia 2016



Merlin oversees digital rights for over 20,000 independent record labels and distributors, representing some of the world's most important independent artists, and command around a 10% share of the global and US music market. Charles Caldas gives an overview of increased digital revenue and growth for its members across the Asia Pacific region.

Charles Caldas, Chief Executive Officer, **Merlin**

9:35-10:20 AM

Asia streaming update:

Growth Markets & local success stories, slow adopters and unique markets, role of playlists, and thoughts to the future growth of streaming across the region.

John McLellan, Partner, **Haldanes**

Gavin Parry, Executive Vice President Digital and Business Development, Asia and ANZ, **Sony Music Entertainment**

Takayuki Suzuki, President, **ParadeAll**

Chee Meng Tan, Director Label Relations, **Spotify**

Vinit Thakkar, Vice President, Digital, New Business Licensing, **Universal Music India**

Universal Music India

Moderated by **David Loiterton**, Managing Director, **MGT**

10:20-10:40am

India going global: In conversation with Paramdeep Singh, Co-Founder & Executive Chairman, **Saavn**



India's top streaming service is playing a key role in the proliferation of Indian music around the globe. Paramdeep Singh discusses this rapid growth outside South Asia as well as Saavn's future plans and strategies.

Interviewed by **Devraj Sanyal**, Managing Director & Chief Executive Officer, **Universal Music Group South Asia and EMI Music South Asia**

9:00-9:10 AM

Sports Matters opening

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

The emcee for Day 1 of Sports Matters will be **Justin Sampson**, Business Development & Sponsorship Consultant, **RugbyPass Asia**

9:10-9:50 AM

Keynote: Stephanie McMahon, Chief Brand Officer and TV Personality, **WWE**



Keeping Audiences Engaged for Over 50 Years

The secret to maintaining relevancy and evolution is through storytelling. WWE's Chief Brand Officer and TV personality, Stephanie McMahon, will discuss the global sports entertainment powerhouse's growth over the past 50 years and what lessons can be learned about keeping your audience engaged through multiple generations and platforms.

Interviewed by **Dom Lau**, Television & Radio Host

9:50-10:20 AM

Keynote: Tom Glick, Group Chief Commercial Officer, **City Football Group**



Building a profitable global sports business using a differentiated systematic approach.

Interviewed by **Jason Dasey**, Coordinating Producer & Senior Editor, **ESPN Asia Pacific**

10:20-11:15 AM

Football Matters

The panel will discuss the strategic importance of Asia, the local fan: young, increasingly affluent and connected, and how the region is a valued revenue source for clubs

Charles Allen, Head of Marketing, **Arsenal Football Club**

Matthew Baxter, Chief Media Officer, **Liverpool Football Club**

Luca Ferrari, Partner, Global Head of Sports, **Withersworldwide**

Debbie Goldingham, Head of Marketing, Southeast Asia, **MasterCard**

Patrick Murphy, Chief Executive Officer, **Catalyst Media**

Moderated by **John Dykes**, Premier League Content Service Presenter

The Startup Sessions

9:00-11:15 AM

A marketing tech startup challenge, hosted in conjunction with the World Federation of Advertisers and Ogilvy. The top 10 startups will present to a panel of judges for the chance to present on the Marketing Matters stage, and to take part in the Ogilvy Startup Programme. Come by to hear about the next big thing!

Judges:

Shyam Balasubramanian, Regional Marketing Director, **BP Singapore**
Sameer Desai, Head Of Consumer Health-Asia, MEA, LATAM, **Mundipharma**
Wynthia Goh, Chief Digital Officer, **Aviva Asia**
Nicki Kenyon, VP, Digital & Marketing Transformation, APAC, **Visa**
'Super Angel' Dave McClure, Founding Partner, **500 Startups**
Jerry Smith, COO of O&M Asia Pacific, Chairman, **OgilvyRED**



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10:40-11:00 AM

Tales from the front line: The Rolling Stones' historic concert in Cuba



On March 25, 2016 Adam Wilkes produced the Rolling Stones' historic concert in Havana, Cuba before an audience of over 1 million people. A far-reaching moment in Cuba's long history, Adam gives an overview of the long and winding road to an extraordinary night in Havana with the "Greatest Rock and Roll Band in the World."

Adam Wilkes, President, AEG Live Asia
Interviewed by Ralph Simon, Chairman & Chief Executive Officer, Mobillium Global Limited

11am - 11.10 AM

Live Music Matters! Linying and Gentle Bones

11:15-11:45 Coffee Break

SYNC MATTERS

The emcee for Sync Matters will be Mark Frieser, Chief Executive Officer, SyncSummit/Sync Exchange

11:45-12:25 PM

A discussion on music in media and advertising, featuring Dave Jordan and Julianne Jordan, Music Supervisors, Format Entertainment

This discussion will focus on how music works in TV, film, advertising and interactive from a creative and process level, and the life of a music producer.

12:25-12:45 PM

In conversation with Andy Lykens, Manager Marketing Music, Netflix

In this conversation, Andy will discuss how music brings to life the emotion of Netflix's original content as well as how it is used to promote the Netflix brand and its stable of programming, particularly in the Asian market.

12:45-1:00 PM

Bringing music to visual and interactive media - A discussion with Paul Wiltshire, Chief Executive Officer & Founder, Songtradr and Tom Callahan, Chief Customer Officer, Songtradr



This discussion will be an overview of how music is discovered by music supervisors ad agencies and other stakeholders, how Songtradr works, and how people can use Songtradr to connect their music to projects.

Note Sync Matters moves to Art Science Museum after lunch

11.45-11.55 AM

Sponsorship Research Blast



A snapshot of how the sponsorship dollar is moving around Asia

Presented by Ben Flint, CEO of market intelligence consultancy Asia Sponsorship News

11.55-12:05 PM

In conversation with Micky Lawler, President, Women's Tennis Association (via live video link)



The WTA recently signed a first-of-its-kind 10-year content partnership with Chinese internet platform iQIYI. What does the future hold for women's tennis broadcasting and fan engagement in the region?

12:05-12:25 PM

Sponsorship case study



敢梦大有为 We Dream Big Dreams. Building brand engagement with Team China

Mark Liversidge, Chief Marketing Officer, Asia Pacific, Hilton

12.25-1.00 PM

In conversation with David Shoemaker, CEO, NBA China



The sophisticated local fan and the migration to mobile consumption.

Interviewed by Jason Dasey, Coordinating Producer & Senior Editor, ESPN Asia Pacific

11:45-12:00 PM

Private Judging Session

MORNING

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1:00-2:20 Lunch

2:00-2:10 PM
Welcome Address & Opening

Andrew Thomas

2:10-2:30 PM
Game Changers - Redefining humanity in a new machine age

Is technology driving or are we in the pilot seat? An Intel executive provides his insight on marketing in the next 5 years.

Jayant Murty, Director Brand Strategy, Integrated and Partner Marketing, Intel

2:30-3:15 PM
The future of marketing

Disruption, technology, and new partners are becoming part of the marketing game. Where is it taking us and what's next?

Stephane Alpern, Managing Director, Asia, The Future's Company
Sameer Desai, Head Of Consumer Health-Asia, MEA, LATAM, Mundipharma
Sheelpa Patel, INFINITI LAB Global Business Transformation & Brand, Infiniti Motor Company Ltd
Judah Ruiz, Regional Brand Development Director, Beverages, Unilever
Jerry Smith, COO of O&M Asia Pacific, Chairman, OgilvyRED

Moderated by Edward Pank, Managing Director, Warc Asia

3:15-3:25 PM
Research blast: Artificial intelligence



Sqreem provide insights and data on this fast growing industry and its applications in marketing campaigns

Ian Chapman Banks, Chief Executive Officer, Sqreem Technologies

2:25-2:35 PM
China research blast



The biggest year yet for sports in China.

David Hornby, Sports Business Director, Mailman Group

2:35-3:20 PM
China keynote: Ma Guoli, Vice Chairman, LeSports



How the rapid growth of China's sports power base will boost the wider Asian sports industry.

Ma Guoli's illustrious career in China's sports industry allows for this comprehensive interview, where he will share his expertise and perspective on the ever-changing landscape of China's sports business.

Interviewed by Matt Gooderick, Sports Presenter, Reuters Broadcast Solutions

3:20-4:00 PM
China panel: The future of sports content in China: Will the bubble burst?

Kevin Chang, Vice President, North Asia, UFC
Bin Li, Investment Director, Kaixing Capital
Plus others to be confirmed

Moderated by Andrew Collins, Group Chief Executive Officer, Mailman Group

SYNC MATTERS

2:30-3:15 PM
A discussion of the Japanese Market featuring the Recording Industry Association of Japan and executives from the Japanese market

The subject will be a review of the Japanese sync market and music from Japan used in sync internationally.

Mark Frieser, Chief Executive Officer, SyncSummit/Sync Exchange
Tak Furuichi, Director of international, Recording Industry Association of Japan
Charles Mikami, EVP, Sony Music Publishing
Aya Ohi, General Manager, International Marketing, JVCKENWOOD Victor Entertainment Corporation
Spike Sugiyama, Senior Manager, Domestic Repertoire, Universal International, Universal Music

3:15-4:00 PM
How do we do it? Music owners talk music in media

On this panel, seasoned label professionals discuss the challenges and opportunities involved in connecting artists and their music to international media projects.

Dominic Griffin, Vice President, Licensing, Disney
Tim Miles, Director of Synchronization, Warner Music
Mandar Thakur, Chief Operating Officer, Times Music

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3:25-4:00 PM

Audience to algorithms?

Technology and data provide storytelling and engagement opportunities, but where does that leave content? Managing the balance between People vs. Tech, Humans vs Bots.

Traci Alford, Global Head of Brand Strategy - Retail, **Shell**

Ben Legg, Group CEO, **AdParlor**

Maunik Thacker, Senior Vice President - Marketing, **Marina Bay Sands**

Phil Townend, Chief Commercial Officer, APAC, **Unruly**

Moderated by **Jodie Collins**, Managing Director, **RE/digital**

4:00-4:25 Coffee Break

4:30-4:50 PM

Game changers: Connection centre

Technology has revolutionised the car industry, and now it's changing the customer side as well. How can this transformation help optimise and elevate brand experience?

Mark Harland, Director of Marketing & Customer Experience, **General Motors International**

4:50-5:30 PM

The new face of sponsorship

Integrating of brands and influencers, of authentic and branded content; How to create content that works for your audience and theirs.

Joe Kelly, Global Corporate Communications Leader, **Huawei**

Sharyn Smith, Chief Executive Officer/Founder, **Social Soup**

Adrian Toy, Regional Director, Marketing, **Puma**

Ivy Wong, Founder & CEO, **VS Media**

Moderated by **Bing Chen**, Founder, **Bing+Studios & Victorious, Inc.**

SAP case study by Reuters Content Solutions



4:30-5:30 PM

"I know who I am."

Success is always built on the foundations of great teams centred around stellar leadership, which can be particularly challenging to get right in Asia. The panelists discuss what works and what doesn't, their leadership styles, and the importance of building diverse teams full of different ways of thinking for success in the future.

Emma Banks, Agent, **CAA**

Sunita Kaur, Managing Director, Asia, **Spotify**

Stephanie McMahon, Chief Brand Officer and TV Personality, **WWE**

Bethany Mota, **YouTube star**

Susana Tsui, Chief Executive Officer, **PhD Asia Pacific**

Moderated by **Helen Soulsby**, Managing Partner Asia, **Sports Recruitment International**

4:00-4:25 Coffee Break

4:30-5:00 PM

Music, messaging and marketing to the mass market: A discussion with Big Sync and Unilever

How does a major consumer brand tie music into its messaging and marketing of consumer products? We'll find out in this discussion how Unilever works with major music and major artists through syncs, endorsements and integrated tie-ins to enhance its messaging and engage consumers with its products, with a particular focus on the South-East Asian market.

Andrew Stafford, Co-Founder and Director, **Big Sync Music**

Ali-Nawaz Khan, Brand Development Manager, **Unilever**

5:00-5:45 PM

How do you take your music global?

This is a practical discussion with top music supervisors, label executives, brand managers and technologists who can help you take your music to global projects in ads, TV, Film, games and interactive projects.

Darryl Ballantyne, Founder & CEO, **LyricFind**

Andy Lykens, Manager Marketing Music, **Netflix**

Andrew Stafford, Co-Founder and Director, **Big Sync Music**

June Zhan, Biz Dir. / Head of Taiwan/SEA/China, **ATB Int'l / AdSHARE**

5:45-6:00 PM

Wrap up and connecting your music to media and brands - A practical guide with Mark Frieser, Founder, **SyncSummit/Sync Exchange** and **Tom Callahan**, Chief Customer Officer, **Songtradr**

This presentation will review the best practices and resources involved in connecting music to TV shows, Ad agencies, film and interactive projects, with an emphasis on how to prepare music, resources for connecting to projects (e.g., should you work with sync agents or DIY) and what is it that you can do to help the people that use music in media and brands.

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AFTERNOON

5:30-5:50 PM

Game Changers- Differentiation

As one of the oldest cosmetic companies in the world, how does Shiseido utilize technology to differentiate their product throughout the world?

Tatsuya Nagai, Vice President Marketing, **Shiseido Asia Pacific**

5:50-6:20 PM

Game Changers- Change Management Officers

The role of the CMO is to drive change in marketing and across the business- a panel of brand experts discusses the outcomes.

Rahul Asthana, Regional Marketing Director, **Kimberly-Clark**

Jolaine Boyd, CMO, APAC, **Microsoft**

Erica Kerner, Vice President - Marketing, Asia Pacific, **Tiffany & Co.**

Lynette Pang, Asst Chief Executive, Marketing Group, **Singapore Tourism Board**

Moderated by **Ranji David**, Marketing Director - Asia, **World Federation of Advertisers**

6:20-6:30 PM

The Startup Sessions: The Winner!

The judges' favourite startup from the morning session introduces their company to the Marketing Matters audience

Everyone is invited! 8 'til late Music Matters festival @ Millian

Plus dedicated country showcase from



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DIGITAL

SPORTS

MUSIC

9:00-9:10 AM

Digital Matters opening

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

The emcee for Digital Matters will be **Bing Chen**, Founder, **Bing+Studios & Victorious Inc.**

9:10-9:35 AM

Keynote: **Dave McClure**, Founding Partner, **500 Startups**



A Silicon Valley tycoon with interest in marketing, investing and entrepreneurship. After leading marketing efforts at Paypal and Simply Hired, Mr. McClure turned his focus to investing in world class startups. He shares his view and words of advice.

Interviewed by **Greg Unsworth**, Partner, Digital Business & Risk Assurance, **PricewaterhouseCoopers**

9:35-10:15 AM

Agencies: **The future of disruption**

How agencies are dealing with the changing landscape and assessing their business models, including payment, hiring and personnel development, and how startups could be the best thing that ever happened to them.

Josh Black, Chief Executive Officer, **GroupM Content**

Sean O'Brien, Chief Executive Officer, **Carat Asia**

Ken Mandel, President, Innovation & Commerce, Asia Pacific, **Publicis Media**

David Mayo, Group CMO, **Ogilvy & Mather, Asia Pacific**

Susana Tsui, Chief Executive Officer, **PhD Asia Pacific**

Moderated by **Joe Nguyen**, Senior Vice President, APAC, **comScore, Inc.**

10:15-10:35 AM

Keynote: **Arthur Bastings**, President and Managing Director, **Discovery Networks Asia-Pacific (DNAP)**



Discovery is forging new partnerships, investing in revolutionary startups, and innovating with new technologies. Hear about the strategy behind the brand as it transforms an industry and continues to lead the way in the space.

Moderated by **Christopher Slaughter**, CEO, **CASBA**

9:00-9:10 AM

Opening Sports Matters Day 2

The emcee for Sports Matters Day 2 will be **Jason Dasey**, Coordinating Producer/Senior Editor, **ESPN**

9:10-9:50 AM

Formula 1 Keynote: In conversation with Cyril Abiteboul, Managing Director, **Renault Sport Racing** and **Anthony Indaimo**, Partner and Global Head of Corporate and Commercial, **Withersworldwide**, and **Tommaso Volpe**, Global Director Motorsport, **Infiniti Motor Company**



A perennial Sports Matters favourite

9:50-10:15 AM

Introducing **Formula E - the new kid on the block!**



Formula E represents the perfect combination of sport, technology and entertainment. Harnessing the pioneering spirit of Sir Richard Branson and the Virgin group, and the DS brand's spirit of avant garde, DS Virgin Racing Formula E Team exists to power innovation in order to positively impact peoples' lives. What is the business opportunity?

Richard Paugh, Senior Vice President, Commercial Partnerships, **DS Virgin Racing**

10:15-11:15 AM

Focus on India

The Indian gold rush dilemma - who is digging for gold, and who is selling shovels? The panel investigates the entrepreneurial and commercial opportunities and successes of this maturing sports frontier

Arvind Iyengar, Chief Executive Officer, **Sportz Interactive**

Vishal Jhunjhunwala, Former Head - Corporate Brand and Events,

Tata Consultancy Services

Muralidharan Srinivasan, Chief Executive Officer, **Global Sport Commerce**

Moderated by **Ravi Krishnan**, Co-Founder & Chief Executive Officer, **Stepathlon Lifestyle Pvt. Ltd.**

9:30-9:45 AM

Opening Music Matters Day 3

9:45-10:25 AM

Alternative revenue streams - an update

How are labels, artists, and publishers generating new revenue streams and innovative business models outside the traditional methods of selling and promoting music.

Sylvain Delange, Head of Sales Asia Pacific, **Believe Digital**

Jonathan Kalter, Manager, **The MGMT Company**

Kitmitaka Kato, Corporate Executive, Global IP, **Avex Group Holdings Inc**

Moderated by **Rob Schwartz**, Asia Bureau Chief, **Billboard Magazine**

MORNING

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MUSIC JOOX

10:35-11:15 AM

In conversation with PENTATONIX

With 2 Grammy Awards and over 3 million albums sold in the US alone, one of music's most innovative and exciting acts sits down to discuss their fascinating road to success, future album, and touring plans.

Interviewed by **Dom Lau**, Television & Radio Host

11:15-11:45 AM Coffee Break

11:45-11:55 PM

VR Preview

Learn more about Virtual Reality, both the long term possibilities and the way it will change your life next month.

Scott Broock, YouTube's Global VR, Evangelist, **Google**

11:55-12:25 PM

Virtual reality: Hype or not?

This hot new technology provides endless opportunity for all types of entertainment, education, and advertising. This panel will discuss how VR will change and progress content development.

Scott Broock, VR Evangelist, **Google**
Alvin Graylin, China Regional President VR, **HTC**
Bryan Seah, Senior Producer of Production and Development, **Discovery Networks**
Ariel Talbi, Managing Director, APAC, **TaKanto**

Moderated by **Don Anderson**, Co-Founder, **AsiaVR Association**

12:25-1:05 PM

The rise of mobile video



As Asia leads the way on mobile usage, how does the use of this handheld screen affect the creation of content, how we consume it, and how is this rolling out in the rest of the world.

Chiradeep Gupta, Global Media Director, **Unilever**
Alexander Kisch, Executive Vice President, Business Development & Business Affairs, **Vevo**
Khushvant Kundi, Head of Technical Sales, TV & Media, Asia Pacific, **Ericsson**
Sissel Larsen, Director - Head of Music, Asia, **Telenor Group**

Moderated by **Ian Chapman-Banks**, Chief Executive Officer, **Sqreem Technologies**

11:45-12:25 AM

Sports TV: The future of sports broadcasting

Broadcasters and the new viewer experience. What does the innovation roadmap look like for sports broadcasters, and are they the new kings of the OTT world? How is Sports content and viewer engagement being monetised?

Craig Dobbs, Head of Programming & Acquisitions - Asia and Middle East, **FOX Networks Group**
Mike Kerr, Managing Director Asia, **BeIN Sports**
Tim Martin, Chief Executive Officer, **RugbyPass Asia**

Moderated by **James Miner**, Chief Executive Officer, **MinerLabs**

12:25-1:00 PM

Panel Discussion

How are sports federations adapting to the growing demands of the cord-cutting fan? What ways do they have of retaining their fans, monetising them and aggregating their media consumption to drive sponsorship?

Josh Burack, Senior Vice President, Head of Television, Media & Sponsorship, **Dentsu Sports Asia**
Chatri Cityodtong, Chairman, **ONE Championship**
Frank Leenders, Director General, **FIBA Media and Marketing**
Jim Small, Managing Director, **MLB Asia**

Moderated by **Gus Henderson**, Vice President, Head of Sales, Asia Pacific, **IMG**

11:45-12:15 AM

The big stage - tips for developing artists on how to get booked for major international festivals

Justin Sweeting, Co-Founder & Music Director, **Magnetic Asia Ltd.** & Music Director, **Clockenflap - Hong Kong**
Maggie Collins, Executive Programmer, **Bigsound - Brisbane**
Adrian Yap, Music Director, **Urbanscapes Festival - Malaysia**

Moderated by **Graham Perkins**, Chief Operating Officer, **Eastern Sound Temple**

12:15-1:00 PM

Gateway to Australia



Experts from artist management, radio, touring, festivals, and tech discuss the incredible opportunity Australia has for the international music community and give advice on how best to break into and do business Down Under.

Maggie Collins, Executive Programmer, **Big Sound**
Nick Findlay, Assistant Music Director, **Triple J**
David Grice, Managing Director, **Musitac Ltd**
Mark Smith, Executive Director, **Music NT**

Moderated by **Glenn Dickie**, Export Music Producer, **Sounds Australia**

MORNING

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1:00-2:20 Lunch

2:30-2:55 PM

Keynote: Sam Toles, Head of Global Content and Distribution, **Vimeo**



This video sharing site has grown from filmmakers' choice to a content leader. Sam will discuss the evolution of the entertainment landscape, the emergence of the digital native creator, and the end of advertising - and the rebirth of storytelling.

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

2:55- 3:35 PM

The digital environment

Content quality is going strong, and audiences have new options for engaging every day. Channels and Platforms are reinventing themselves, accessing new partners to extend their reach. Is this online delivery changing their content?

Samir Bangara, Co Founder & Managing Director, **Qyuki**
Ervin Chan, Regional Vice President, SEA & India, **Ooyala**
ShuFen Lin, Vice President, Family Segment & HubLife, **StarHub**
Alex Muller, Managing Director, **TV5MONDE**
Krishnan Rajagopalan, Co Founder/Chief of Content and Distribution, **HOOQ**
Anson Tan, New Media, Singapore, **PCCW Media Limited - Viu**

Moderated by **Tony Zameczkowski**, VP Business Development, Asia, **Netflix**

3:35-4:00 PM

Keynote: Henry Tan, Chief Operating Officer, **Astro**



Astro, the poster child of Pay TV and media in Southeast Asia discusses content, marketing and the rising popularity of Asianisation in the region.

Interviewed by **Vivek Couto**, Executive Director & Co-Founder, **Media Partners Asia**

4:00-4:25 Tea Break

4:25-4:45 PM

Keynote: Howie Lau, Chief Marketing Officer, **StarHub**



Addressing the role of marketing as a change agent throughout a company, and the hype or hope of digital, including trends, changes, and considerations.

The emcee for the final afternoon of Sports Matters will be **Matt Gooderick**, Sports Presenter, **Reuters Broadcast Solutions**

2:30-3:30 PM

eSports research blast



eSports insights: A beginner's guide. Why is it the biggest sport that people have never heard of?

The majority of eSports content is viewed on mobile and PC, what is the opportunity for broadcasters to get into this space? Sports rights monetization is largely based on an exclusivity model but most of the eSports content is non-exclusive, how can one monetise the content/broadcast? A business look at a new industry, highlighting how the region can engage commercially in the world of eSports. Featuring market intelligence on the global games market from Newzoo

Craig Allen, Creative Strategist, **Proxy42**
Wayne Lee, General Manager, Taiwan & SEA, **Riot Games**
Mickael Piantchenko, Country Manager China and South East Asia, **ESL**
Alexander Shulgin, Founder, **Gruppa Kompaniy Familia**

Moderated by **Andrew Stott**, Partner, **Olswang Asia**

3:30-4:15 PM

In conversation with Robbie Fowler

With a scoring record which earned him the nickname 'God' with Liverpool Football Club's fans, footballing legend Robbie Fowler gives us an insight into the beautiful game and life as a high-profile player for one of the world's biggest clubs.

AFTERNOON

THURSDAY, 15TH SEPTEMBER 2016

MasterCard Theatres - Sands Theatre

MasterCard Theatres - Grand Theatre

ArtScience Museum

DIGITAL

SPORTS

4:45--5:20 PM

China watch: Internet celebrities

Digital Influencers are growing in quantity, quality and value on the mainland. Hear about the growth of this marketing trend.

Ivy Wong, Chief Executive Officer, **VS Media**
Jenny Lee, Managing Partner, **GGV Capital**
Miranda Tan, CEO, **Robin8**
Maggie Zhou, co-President, **CMC Holdings**

5:20--5:50 PM

In conversation with Bethany Mota

She's the queen of YouTube with over 12 million subscribers and over a billion views, designer, entrepreneur, a Dancing with the Stars finalist, named two years in a row by Time Magazine as one of the most influential teens in the world and has also interviewed the President of the United States; What's next for this digital superstar?

Interviewd by **Dom Lau**, Television and Radio Host

5:50--6:00 PM

Digital entertainment wrap up

The big picture take-aways from the day and where digital entertainment will go from here.

Bing Chen, Founder, Bing+ Studios, **Victorious, Inc.**

4:15-5:00 PM

The future of the Asia sports industry

The Asian sports fan is economically and technologically strong, young and connected. What does the next 12 months look like?

Sophie Goldschmidt, Group Managing Director, **CSM Sport & Entertainment**
Chatri Sityodtong, Chairman, **ONE Championship**
Adrian Toy, Regional Director, Marketing, **Puma**
Lim Teck Yin, CEO, **Sport Singapore**

AFTERNOON

Everyone is invited! 8 'til late Music Matters festival @ Millian

www.musicmatters.asia

Plus dedicated country showcase from

