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# ALL THAT MATTERS

MUSIC SPORTS GAMING ONLINE MARKETING

RITZ-CARLTON, SINGAPORE | SEPTEMBER 9-13, 2017


*DRAFT PROGRAMME as at 18/8/2017*



\* Please note that all content tracks, timings, programme schedules and listed speakers are subject to change, alteration or cancellation without prior notice from the organisers.



MONDAY, SEPTEMBER 11TH 2017

	TRACK 1	TRACK 2	TRACK 3
MORNING SESSION			
MIDDAY SESSION	<b>ATM 2017 Official Opening - The Gateway to Asia</b> Key speakers from each track give their perspective on the future of the entertainment industry in Asia.		
	<b>Rugby Matters Keynote</b> <b>Alan Gilpin, CEO, World Rugby</b>  Interviewed by: <b>Jim Hamilton, Content Producer/Ambassador, Rugby Pass</b>	<b>Gateway to Australia</b> <b>Jennie Sager, Head of Entertainment Partnerships, Asia Pacific Twitter</b> <b>Esti Zilber, Associate Producer, Sounds Australia</b> <b>Colin Daniels, CEO, Inertia/PIAS Australia</b>	
	<b>Cool Japan! The Road to 2020</b>  Speakers: <b>Kunihiro Morimura, President &amp; CEO, Dentsu Sports Asia</b> <b>Alan Gilpin, CEO, Rugby World Cup</b> <b>Ken Ohtake, EVP, Sony Music Entertainment JAPAN Inc &amp; Director, Foundation for Promotion of Music Industry and Culture(PROMIC)</b> <b>Joshua Burke, Head of Global Music Sourcing, Coca-Cola</b>  Moderator: <b>John Possman, Co-Founder &amp; CEO, DFR Asia</b>	<b>Streaming In India</b>  Speakers: <b>Arjun Sankalia, Director of International Music &amp; Publishing, Sony Music Entertainment India</b> <b>Vinit Thakkar, SVP India, Universal Music Group</b> <b>Pawan Agarwal, Head of Music Partnerships India &amp; South Asia, YouTube and Google Play</b> <b>Saugato Bhowmik, EVP &amp; Business Head, Consumer Products &amp; Integrated Network Solutions, Viacom 18 Media</b> <b>Prashan Agarwal, COO, Gaana</b>  Moderator: <b>Mandar Thakur, COO, Times Music</b>	
AFTERNOON SESSION	<b>Music Matters Live Artist</b> <b>ToR (Saksit Vejsupaporn, Thailand)</b>		  (by invitation only)  
	<b>Music Matters Opening</b> <b>IFPI Asia Overview/Update "State of the Union"</b> <b>Norman Halim, Group CEO, KRU Music &amp; Chairman, IFPI Asia with Jasper Donat, Co-Founder &amp; CEO, Branded</b>		
	<b>Streaming Data Keynote Presentation</b> <b>Will Page, Director of Economics, Spotify</b> <b>Q&amp;A with Ralph Simon, Chairman &amp; Chief Executive, Mobilium Global Limited</b>		
	  <b>China Music Forum</b>  <b>Keynote:</b> <b>Cussion Pang, CEO, Tencent Music Entertainment Group</b>  <b>Publishing in China:</b> Speakers: <b>Guy Henderson, President of International, Sony ATV</b> <b>Andy Ng, Group Vice President, Tencent Music Entertainment Group</b> Moderator: <b>David Loiteron, Managing Director, MGT Asia</b>  <b>Labels in China:</b> Speakers: <b>Jonathan Dworkin, SVP Digital Strategy &amp; Business Development, Universal Music Group</b> <b>Gavin Parry, EVP Digital &amp; Business Development, Asia &amp; ANZ, Sony Music</b> <b>Simon Robson, President, Warner Music Asia</b> Moderator: <b>Rob Schwartz, Tokyo Bureau Chief, Billboard Magazine</b>  <b>Live &amp; Local Keynote plus Panel:</b> Speakers: <b>Scarlett Li, Founder, Zebra Media &amp; Co-President, CMC Holdings</b> <b>Robb Spitzer, Senior VP Asia, AEG Presents</b> Moderator: <b>Ed Peto, Managing Director, Outdustry</b>  <b>Connected Devices Panel:</b> <b>TC Pan, Founder and CEO, Ultimate Music</b>  More speakers to be announced ...	<b>One-on-one: Ken Ohtake, EVP, Corporate Planning, Sony Music Entertainment Japan</b>  <b>Challenges and opportunities in licensing music for and from the Asian Market.</b>  <b>Speakers:</b> <b>Joel Panugayan, Head of Marketing, Personal Systems - South East Asia, Taiwan, Hong Kong and Korea, HP</b> <b>Stephan Leonard, Director, APAC Synch, Kobalt Music</b> <b>Mandar Thakur, COO, Times of India Music</b> <b>Devraj Sanyal, MD &amp; CEO, Universal Music Group India &amp; South Asia</b>  <b>Keynote: Phil Lawlor, Managing Partner, Big Sync</b>  <b>Keynote: Catherine Patterson, Director of Innovation &amp; Activation, Y&amp;R</b>  Moderator: <b>Mark Frieser, CEO, SyncSummit / SyncExchange</b>	
		<b>Gateway to Japan - Market Overview and Future</b>  Speakers: <b>Ichiro Noda, CEO, Tunecore Japan/Wano</b> <b>Haji Taniguchi, General Manager, Merlin Japan</b> <b>Takayuki Suzuki, President, EnterTech Accelerator ParadeAll</b> <b>Shinichiro Honda, Hall Director, Zepp</b>  Moderator: <b>Rob Schwartz, Asian Bureau Chief, Billboard Magazine</b>	
EVENING SESSION	<b>The Tencent Pool Party (by invitation only)</b>  <b>MUSIC MATTERS LIVE / COUNTRY SHOWCASES</b>		

**TUESDAY, SEPTEMBER 12TH 2017**

	TRACK 1	TRACK 2	TRACK 3	
MORNING SESSION	<b>Sports Matters Introduction</b> <b>Jasper Donat, Co-Founder &amp; CEO, Branded</b>	<b>Asia Digital Overview for Merlin Labels</b> Keynote: <b>Charles Caldas, CEO, Merlin</b>	<div style="border: 2px solid red; padding: 5px;"> <h2 style="text-align: center; color: blue;">Tencent Connects</h2> <h3 style="text-align: center; color: red;">CHINA NETWORKING SESSION</h3> </div>	
	<b>Sports Industry Overview</b> Speakers: <b>Lim Teck Yin, CEO, SportSG</b> <b>Patrick Murphy, CEO, Catalyst Media</b> <b>Jim Glover, Deputy Chairman, CSM</b> <b>Sheng Li, President &amp; CEO, SECA</b> Moderator: <b>Simon Greenberg, Global Head of Rights, News Corp/Head of Dow Jones Sport, News Corp/Dow Jones</b>	<b>Streaming Services in Asia</b> Speakers: <b>Sunita Kaur, Managing Director, Spotify</b> <b>Andrew Ho, Managing Director, KKBox</b> <b>Henrik Karlberg, CEO Asia Pacific, Deezer</b> <b>Siddhartha Roy, CEO, Hungama.com</b> Moderator: <b>John McLellan, Partner, Haldines</b>		
	<b>Broadcast Keynote</b> <b>Italo Zanzi, EVP, FOX Networks Group Asia</b> Moderator: <b>Scott Dinsdale, Senior Fellow, Center for the Digital Future, Accenture</b>	<b>Social Media in Music</b> <b>Jeremy Wineberg, CCo-Founder, Heard Well</b> Moderator: <b>Dom Lau, Television &amp; Radio Host</b>		
MIDDAY SESSION	<b>Sports OTT / Broadcast Panel</b> Speakers: <b>Mike Rich, EVP Ad Sales &amp; Content Partnerships, FOX Sports Asia</b> <b>Steve Davis, GM APAC Japan, Ooyala</b> <b>Patrick Stiegman, VP Global Digital Content, ESPN</b> Moderator: <b>James Miner, CEO, MinerLabs Group</b>	<b>Security Matters: Venue &amp; Live Event Safety in 2017</b> Speakers: <b>Greg Gillin, Senior Vice President Venue Development, Live Nation</b> <b>Robb Spitzer, Senior VP Asia, AEG Presents</b> <b>Jim Digby, Chairman, Event Safety Alliance</b>	<b>Gateway to Taiwan</b> Speakers: <b>Jessie Liu, CEO, ICON Promotions</b> <b>Daphne Lee, President of myMusic, Taiwan Mobile</b> <b>Elvis Lin, DJ &amp; Music Critic</b> <b>Kenney Shiu, Kobalt Music Group, Director, Asia Pacific</b> Moderator: <b>June Zhan, Managing Director, Atb-intl OÜ</b>	
	<b>Golf Panel</b> Speakers: <b>Josh Burack, CEO, Asian Tour</b> <b>Sean Pyun, VP &amp; MD, LPGA Asia</b> <b>Giles Morgan, Global Head of Sponsorship and events, HSBC</b> Moderator: <b>Spencer Robinson, Chief Communications Officer, Asian Golf Industry Federation</b>		<b>Let the money flow - fixing publishing data</b> Speakers: <b>Brian Hamilton, General Manager, Music and Auto, Nielsen/Gracenote</b> <b>Alex Loscos, CEO, BMAP</b> <b>Simon Moor, MD Kobalt Music Group ANZ &amp; GM, Kobalt Music Group Asia</b> <b>Bernie Cho, President, DFSB Kollektive</b> Moderator: <b>David Loiterton, Managing Director, MGT Asia</b>	
	<b>Sponsorship in Sports Keynote</b> <b>Giles Morgan, Global Head of Sponsorship &amp; Events, HSBC</b> Interviewed by: <b>Jasper Donat, Co-Founder &amp; CEO, Branded</b>		<b>Technology Keynote</b> <b>Ty Roberts, Chief Technology Officer, Universal Music Group</b> <b>Followed by High Res Audio</b>	<b>Emerging Markets in Asia</b> <b>India: Devraj Sanyal, MD &amp; CEO, Universal Music Group India &amp; South Asia</b> <b>Vietnam: Kevin Yee, CMO, Pops Worldwide</b> <b>Philippines: James "Mony" Romana, Program Head, Meridian International College</b> <b>Simon Wheeler, Director of Digital and Strategy, Beggars Group</b> <b>Chee Meng Tan, Director of Label Relations, Spotify</b> Moderator: <b>Graham Perkins, COO, Eastern Sound Temple</b>
	<b>Engaging the Fan</b> Speakers: <b>Chris Robb, CEO, Mass Participation Asia</b> <b>Malcolm Thorpe, VP Business Development, Asia, Lagardere Asia Sport</b> Moderator: <b>Giles Morgan, Global Head of Sponsorship &amp; Events, HSBC</b>		Speakers: <b>Ed Kershaw, Chief Commercial Officer, 7 Digital</b> <b>Alexander Shulgin, Founder &amp; CEO, Gruppa Kompaniy Familia</b> More speakers to be announced ...	
<b>NATIONAL ARTS COUNCIL, SINGAPORE MATTERS NETWORKING SESSION (by invitation only)</b>				
AFTERNOON SESSION	<b>Music Industry Keynote</b> <b>Hartwig Masuch, CEO, BMG</b> Moderator: <b>Ralph Simon, Chairman &amp; CEO, Mobilium Global Limited</b>	<b>Over-The-Top. Monetizing Online Streaming Panel</b> Speakers: <b>Anil Nihalani, Head, Connected Media, Mediacorp</b> <b>Justin Ang, Head &amp; Vice President, Product, StarHub</b> <b>Anson Tan, General Manager, New Media, Singapore, PCCW OTT</b> Moderator: <b>James Miner, CEO &amp; Managing Director, MinerLabs</b>		
	<b>Live Music Keynote</b> <b>Tom Windish, Senior Executive, Paradigm Talent Agency</b> Moderator: <b>Justin Sweeting, Music Director, Magnetic Asia</b>	<b>Beyond TV: Brands Going Digital First</b> Speakers: <b>David Nicholls, General Manager, Brave Bison</b> <b>Derek Tan, Co-Founder, Viddsee</b> <b>Simon Kearney, Co-Founder, Click2View</b> <b>Maya Hari, Managing Director, Asia Pacific, Twitter</b> Moderator: <b>Tony Zameczkowski, VP, Business Development, Asia, Netflix</b>		
	<b>Social Music Keynote</b> <b>Alex Zhu, Co-Founder and Co-CEO, Musical.ly</b> Moderator: <b>Bernie Cho, President, DFSB</b>	<b>Food Matters: The Third Passion Pillar</b> Speakers: <b>Deborah Goldingham, Head of Marketing S.E. Asia, MasterCard</b> <b>David Thompson, Celebrity Chef</b> <b>Lynn Ng, Director, Content Strategy &amp; Acquisitions, Discovery Networks Asia Pacific</b> <b>Thomas Zacharias, Executive Chef, The Bombay Canteen</b> Moderator: <b>Jason Fielding, CEO, The Sound Campaign</b>		
	<b>Trend Matters: Content and Commerce in China Keynote</b> <b>Maggie Zhou, Co-President, CMC Holdings</b> Moderator: <b>Ivy Wong, Founder &amp; CEO, VS Media Limited</b>	<b>Future of Music Keynote</b> <b>T.Jay Fowler, Director, Product Management, YouTube</b>		
	<b>The Future of Entertainment Keynote</b> <b>Rob Roy, VP of Content Acquisition, Netflix</b> Moderator: <b>Scott Dinsdale, Senior Fellow, Center for the Digital Future, Accenture</b>	<b>Sync Matters Music &amp; Branding Keynote</b> <b>Joshua Burke, Head of Global Music Sourcing, The Coca-Cola Company</b> Moderator: <b>Mark Frieser, CEO, SyncSummit / SyncExchange</b>		
	<b>Asia at the Heart of it All Keynote</b> <b>Hosi Simon, Global General Manager, VICE Media</b> Moderator: <b>Ralph Simon, Chairman &amp; CEO, Mobilium Global Limited</b>			
<b>Keynote</b> <b>Lyor Cohen, Global Head of Music Sourcing, YouTube</b>				
EVENING SESSION	<b>The YouTube Pool Party (by invitation only)</b>			
	<b>MUSIC MATTERS LIVE / COUNTRY SHOWCASES</b>			

**WEDNESDAY, SEPTEMBER 13TH 2017**

	TRACK 1	TRACK 2
MORNING SESSION	<b>TWITTER BREAKFAST (by invitation only)</b>	
	<b>China Keynote</b> David Yang, CEO China, Wanda Sports Sheng Li, CEO, Seca  Moderator: Jasper Donat, Co-Founder & CEO, Branded	<b>Future Present: Audience Data and Machine Learning-Powered Content Marketing</b> Speakers: Jay Shah, CEO, OpenDNA Grace Ho, Chief Marketing & Communications Officer & Strategy Leader (ASEAN), IBM Kevin Tan, CEO, Eyeota Eileen Ooi, Head, PHD Malaysia  Moderator: Jeffrey Seah, Partner, Mettle & Salt Partners
	<b>Marketing Matters Introduction: Branded, WFA &amp; Ogilvy</b>  <b>Conscious, Cognisant, Connected: How do brands engage with this new breed of consumers?</b> David Porter, VP and Media AAR, Unilever  Moderator: Ranji David, Marketing Director, World Federation of Advertisers	<b>China Sports Matters</b>  <b>Research Blast:</b> David Hornby, Head of Sport, Mailman  Speakers: Sam Li, Head of Content Acquisition & Strategic Partnerships, sina sports Feng Li, VP, Alisports Zhu Gang, Managing Partner, Yao Capital  Moderator: Andrew Collins, Mailman
	<b>A Call for Media Transparency and Transformation</b> Speakers: Jee Seon Park, APAC Media & Digital Director, L'Oréal Priyali Kamath, Brand Director - Asia Hair Care, P&G David Porter, VP of Media AAR, Unilever  <b>Going Live in 3, 2, 1</b>  Keynote: Matt Derella, Global VP for Revenue & Operations, Twitter	
	<b>Influencing the Influencer</b>  Keynote: Stephanie Horbaczewski, Founder & CEO, StyleHaul  <b>Gen X, Millennials or Xennials: Is Generational Labelling an Oxymoron?</b>  Speakers: Stephanie Horbaczewski, Founder & CEO, StyleHaul Walker Jacobs, COO, Fandom Karl Mak, Co-Founder & CEO, Hepmil Media Group Chantal van Wijnbergen, Head of Marketing & PR - SEA, Jetstar Airways	
<b>Formula 1 Keynote: Building for the Future</b> Chase Carey, Chairman & CEO, Formula 1  Interviewed by: Anthony Indaimo, Head of Business, Asia, Withersworldwide	<b>Financing Sports</b> Marcus John, CEO, Capital Sports Advisors  <b>Football Keynote:</b> Jefferson Slack, Board Member, Silva International  Moderator: John Dykes, Host, FOX Networks Group Asia	
<b>CMO LUNCH - Presented by WFA &amp; Ogilvy (by invitation only)</b>		
AFTERNOON SESSION	<b>Followed by India "Sportainment"</b> Speakers: Anirbahn Das Blah, Managing Director, Kwan Ashish Hemrajani, CEO & Founder, Bigtree Entertainment Aneesh Madani, Head of Sports Partnerships APAC, Twitter  Moderator: Ravi Krishnan, CEO, Stepathlon	<b>How to create fan-first experiences for today's digital generation.</b>  Keynote: Paras Sharma, SVP and GM, Southeast Asia; Head of Digital Media, Asia Viacom International Media Networks
	<b>India Sports Keynote</b> NP Singh, CEO, Sony Pictures Networks  Interviewed by: Ravi Krishnan, CEO and Co-Founder Stepathlon	<b>Taking off with Digital</b> A fireside chat with Spencer Lee, Head of Commercial, AirAsia Berhad
	<b>eSports the Next Frontier of Entertainment</b> <b>In conversation with:</b> Bo Han, Director of Live Partnerships, Global, Twitter	<b>Brand Transformation: Innovate.Rinse.Repeat</b> Speakers: Juliana Chu, APAC Director of Digital Marketing and Analytics, Kimberly Clark Angela Hunter, EVP and Chief Customer Officer, Prudential Assurance Company Singapore Lucy McCabe, President, OgilvyRED Asia Pacific  Moderator: Richard Bleasdale, APAC MD, The Observatory International
	<b>Growth Strategy for Gaming Brands Panel</b> Speakers: Rainel Tan, General Manager, Bandai Namco Olivier de Rotalier, CEO, Singapore, Philippines and Chengdu, Ubisoft Long Dinh, GM, Vietnam, Gamevil Won Cho, EVP of Globe Business, 4:33  Moderator: Vincent Low, Chief Media Strategist & Head of Media Product Marketing APJ, Akamai Technologies	<b>Performance Marketing: The Convergence of Media, Content and Commerce</b>  Speakers: Ken Mandel, President Innovation & Commerce, Publicis Media Group, Asia Pacific Rosemary Lising, Managing Director, Asia, Columbus Charles Debonneuil, Chief Marketing Officer, Lazada Group Arshan Saha, APAC President, Xaxis  Moderator: James Miner, CEO, MinerLabs
	<b>eSports: e-Fact or e-Fiction?</b> Speakers: Philip So, Business Development, Riot Tom Broom, President/ EnterTech Ambassador, WME IMG John Lee, Executive Chairman APAC, ESL David Brown, CEO, Omnia Media Ajay Mohan, Marketing Director Asia Pacific & Japan, Intel  Moderator: Alex Norman, Sports & Media Team, Bird & Bird	
<b>eSports Keynote: Setting New Rules of Engagement</b> Johnson Yeh, Head of eSports & Special Projects, RIOT  Interviewed by: Dom Lau, Host/Presenter, One Championship & Asia Pop 40		
<b>Gaming Keynote: The Rise and Challenges of the Next Multi-Billion Dollar Spectator Experience</b> Kevin Lin, Chief Operating Officer, Twitch  Interviewed by: Bing Chen, Founder, Bing+Studios & Victorious Inc.		
<b>ATM 2017 CLOSING PARTY @ HARD ROCK CAFÉ / MUSIC MATTERS LIVE</b>		
EVENING SESSION		

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