

# The Asia Media Summit

Organized by Media Partners Asia | [media-partners-asia.com](http://media-partners-asia.com)

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## MEDIA MOMENTUM AND SCALE

The fourth Asia Media Summit comes at a time when we face fresh concerns over global tightening and an economic slowdown. In spite of robust domestic demand in many Asian markets, economic growth will undoubtedly be affected by the woes of the US and Europe. Still, the fact that real GDP in Asia ex-Japan is expected to grow by 7.5% this year speaks volumes about the fundamental health of the region, and is positive for the outlook of major media economies.

Another trend has been the growing scale and operating momentum amongst media owners. If the last 20 years was all about US media and internet conglomerates, we can be pretty confident that the next 20 years should be all about Asia's highest growth advertising markets – China, India and Indonesia – as well as maturing pockets of value such as Australia, Japan and Korea where M&A and consolidation are focusing investors and media owners on better returns and expansion out of domestic markets. Let's also not forget smaller markets such as the Philippines, Malaysia and Thailand, in which competition is recalibrating market structures and consumer demand.

In China, the rapid growth of digital media conglomerates is boosting investment and growth across the entire internet value chain and this is helping to reshape media development. India has its fair share of regulatory concerns and political frailty, but the search for scale and profitable growth is leading to a strategic focus on new markets, deeper investment and new deals amongst broadcasters and print owners. Indonesia meanwhile is enjoying a sustained period of advertising and economic growth with buoyant demand from brands across the board. TV-based media owners are benefiting in particular and are reinvesting profits from the ad bounty to drive greater scale across program production, new TV stations, M&A and consolidation.

Scale and momentum do not come without risk however, as we will hear today from a diverse range of speakers. Every successful deal or strategic expansion is, in hindsight, ultimately dependent on execution, leadership and people. Regulation is also important. Policies that have already limited value somewhat in China's broadcast and print markets may also curb the enthusiasm of the thriving digital section, while future political change could be risky for Indonesia's media giants.

Finally, there is also the threat of disruptive industry change, though this is mostly positive because it forces media owners to refocus on the needs of consumers and advertisers. This, we believe, is already happening at the best of regional and local media companies, a number of whom will be speaking today along with influential brands, agencies and investors.

We hope you enjoy the show.

Vivek Couto  
Executive Director  
Media Partners Asia

# AGENDA

**09:05 – 09:30**

## **Opening & Introduction**

(Presentation)

Five big trends for the future and the results of new advertiser and media surveys.

### **Speaker**

Vivek Couto, Executive Director, Media Partners Asia

**09:30 – 10:10**

## **The Future of Media & Marketing**

(Q&A)

A fresh approach to ROI could transform advertising.

### **Panelists**

Barry Cupples, CEO, Asia Pacific, Omnicom Media Group

Jayant Murty, Asia Pacific Director for Brand Strategy and Integrated Marketing, Intel

**10:10 – 11:00**

## **Online China: Diversification and Expansion**

(Presentation, Q&A)

Online video and social media rewrite the rules of digital engagement.

### **Panelists**

Kun Zhang, Vice President, Corporate Development, PPLive Co. Ltd.

Alex Miller, Advertising Manager, Renren

Alfonso de Dios, CEO, Telos Media Works

**11:00 – 11:20**

## **Tea & Coffee**

Courtesy 

**11:20 – 12:10**

## **India: New-Wave Media Conglomerates**

(Presentation, Q&A)

Decoding the challenges of scale, new opportunity and profitable growth.

### **Panelists**

Hareesh Chawla, Group CEO, Network18

Punitha Arumugam, CEO, Madison Media Group

**12:10 – 12:50**

## **News: The Upside-Down World of News Economics**

(Q&A)

The news industry needs a new approach for an interconnected, always-on world.

### **Panelists**

Angela Mackay, Managing Director, Asia Pacific, Financial Times

Ellana Lee, MD & VP, CNN International Asia Pacific

**12:50 – 14:00**

## **Lunch**

Host 

**14:00 – 14:40**

**Indonesia: The Rise of an Entertainment Powerhouse**

(Presentation, Q&A)

What's next for Asia's highest-growth advertising market?

**Panelists**

Hary Tanoesoedibjo, CEO, MNC Group

Ram Subramaniam, CEO, Mediabrands Indonesia

**14:40 – 15:20**

**The Philippines: Ad Dynamics in a Fast-Growing Market**

(Presentation, Q&A)

New channels and competition are shaking up the status quo in the Philippines.

**Panelists**

Eugenio Lopez III, CEO, ABS-CBN

Venus Navalta, Chairman, ZenithOptimedia Philippines

**15:20 – 15:50**

**Korea: Fresh Horizons at Home and Abroad**

(Presentation, Q&A)

A Korean content powerhouse aspires to be an Asian leader abroad.

**Speaker**

Kenneth Kim, Head of International Business, CJ E&M

**15:50 – 16:10**

**Tea & Coffee**

Courtesy **TRACE**

**16:10 – 16:30**

**Sports: Rising Stakes, Rising Rewards**

(Q&A)

Bidding wars are testing the limits of sports media; a market leader outlines the game plan for a profitable future.

**Speaker**

Manu Sawhney, MD, ESPN STAR Sports

**16:30 – 17:00**

**Consumers and Media: The Future of Television**

(Q&A)

A fresh look at a familiar medium as rising costs and audience fragmentation foster new brand-supported business models.

**Panelists**

Mike Rich, CEO, GroupM Entertainment & Sports Partnerships

Ward Platt, President, Asia Pacific & Middle East, Fox International Channels

**17:00 – 17:40**

**Financial Levers of the Future**

(Q&A)

Discover what the region's value creators are betting on in Asia media's new hierarchy.

**Panelists**

Sander Hamersma, Head of Communications and Media, Barclays Capital

David Goldstein, COO, Emtek Group

Tony Holt, Executive Director and Co-Head, TMET, Macquarie

**17:40 – 17:50**

**Closing Remarks**

**18:00 – 20:00**

**Evening Reception at Peak Suite**

Host **FOX** | ONE STOP  
MEDIA

# SPEAKER BIOGRAPHIES, COMPANY PROFILES

## Barry Cupples, CEO, Asia Pacific, Omnicom Media Group



As CEO of Omnicom Media Group Asia Pacific, Barry Cupples oversees the overall operations for both the OMD and PHD brands in the region. With over two decades of experience in the media arena, Barry first joined Omnicom in 1995, setting up Omnicom's media operations in Eastern Europe. He left in 2000 to establish a content and sports rights company in partnership with Kirche Gruppe, Germany but returned in 2001 to become Omnicom's CEO of CEE. Under Barry's management, Omnicom became the region's lead billing agency. Barry attended Holland Park School and Kingsway Princeton College. Based in Singapore, Barry is married with two daughters. He enjoys spending his free time with his family and playing competitive sports.

Omnicom Media Group is the media services division of Omnicom Group, Inc. (NYSE: OMC). Omnicom is a leading global advertising, marketing and corporate communications company. Its branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries. Omnicom Media Group is made up of several media specialist companies, including leading media communications specialist OMD Worldwide, and PHD Network, a leading media services company.

## Jayant Murty, Asia Pacific Director for Brand Strategy & Integrated Marketing, Intel



Jayant Murty has over 20 years' experience in marketing and management across the region. As Intel's Asia-Pacific director for brand strategy and integrated marketing, he drives strategy and manages all aspects of the brand and marketing for Intel Asia-Pacific. He joined Intel in 2000 and spent the first four years as marketing director for South Asia. Prior to Intel, he was SVP and head of Contract Mumbai (part of the WPP network), a full-service creative and media agency working across a wide range of categories. With a reputation for challenging the status quo, Jayant is a regular speaker on innovation and creativity. He holds a bachelor's degree in engineering from the Indian Institute of Technology, Chennai and an MBA from the Bajaj Institute, Mumbai. Beyond work, his passions include wildlife and conservation, scuba diving and tennis.

Intel is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. It develops technologies, products and initiatives to continually advance how people work and live. Interactive YouTube thriller *The Escape* and the social media visualization *The Museum of Me* are two of Intel's most recent successful digital marketing projects, both driven by a team based in Asia-Pacific led by Jayant Murty.

### Vincent Tao, CEO, PPLive



Vincent Tao is the CEO of PPLive Corp., a leading Chinese online TV service provider with more than 100 million active users per month. Prior to PPLive, Vincent was a Microsoft executive responsible for Microsoft's online services in Asia. Vincent joined Microsoft in 2005 through the company's acquisition of GeoTango, where he was founder and CEO. GeoTango specialized in 3D earth mapping with a commercial online 3D mapping system known as GlobeView. Vincent was also a founding member of Microsoft Virtual Earth. Before his entrepreneurial ventures, Vincent was a Canada Research Chair professor at York University, Toronto. He has authored over 200 technical papers and holds a number of patents.

PPLive is one of the world's largest video sites with one of the largest content libraries across the globe. In 2010, PPTV became the main broadcast platform for popular show Super Boy and provided live broadcast of the 2010 World Cup, which received more than a billion views. In September 2010, PPTV became the exclusive broadcast platform for all English Premier League (EPL) matches. In May 2011, PPTV cooperated with Hunan TV and EE-Media in broadcasting the highly successful TV show 2011 Super Girl online, enhancing the hit with 1,728 hours of exclusive interactive online content. PPLive also provides videos in HD.

### Alex Miller, Advertising Manager, Renren



Alex Miller is the product manager for advertising at Renren.com, China's largest social network. A longtime technology buff, this New York native got his start working in Silicon Valley during the dot com boom years and came to China in 2002. Since then, Alex has become part of several Chinese technology startups, diligently pursuing excellence in social media product innovation and marketing. At Renren.com, Alex is responsible for innovation across the site's advertising, communications and marketing product lines.

Renren operates the leading real name internet social networking platform in China. Renren, which means "everyone" in Chinese, enables users to connect and communicate with each other, share information and user-generated content, play online games, listen to music, shop for deals and enjoy a wide range of other features and services. The company's vision is to define a social networking experience and revolutionize the way that people in China connect, communicate, entertain and shop.

### Alfonso de Dios, CEO, Telos Media Works



Alfonso "Pon" de Dios is the founder and CEO of Telos Media Works, a marketing communications consultancy. Pon previously served as Procter & Gamble's media and communications director for Greater China and the Philippines for 14 years and was with JWT Media for six years. As head of P&G's Greater China media and communications operations, Pon significantly improved the company's media ROI, developed and deployed highly effective strategic brand communication plans and created breakthrough content innovations in the TV and digital spaces. Pon has been recognized by the China Advertising Association as one of its top media practitioners for his contributions to industry growth.

Telos Media Works is a marketing communications consultancy and learning lab based in Beijing and Manila, focusing on integrated communications planning and strategic media negotiations and buying. Telos leverages a network of multi-disciplinary academics and practitioners in providing customized consultancy, ranging from basic media buying and operations to integrated marketing communications planning.

### Haresh Chawla, Group CEO, Network18



Haresh Chawla has led the Network18 Group's transformation from a tiny production house in 1999 to one of India's leading multimedia companies today. With media business experience spanning over 15 years, Haresh's expertise is in building viable and profitable business models around brands. His previous assignments have all been with startups, including the HCL Group where he headed business development for HCL Comnet; ABCL where he set up the film distribution business and at the Times of India Group where he launched their music label Times Music. Haresh holds a bachelor's degree in Engineering from IIT, Mumbai and a master's degree in business management from IIM, Calcutta.

The Network18 Group is one of India's leading media companies with interests in television, internet, filmed entertainment, e-commerce, magazines, mobile content, allied businesses and event management. Through its holding in TV18 Broadcast Ltd, the group operates India's leading television broadcasting and distribution assets, which include India's leading news channels CNBC-TV18, CNBC Awaaz, CNN-IBN, IBN 7 and IBN-Lokmat. Network18's joint venture with Viacom, Viacom18, houses a portfolio of India's leading entertainment channels (led by Colors) and a filmed entertainment business. Network18's other joint ventures include TV distribution company Sun18, factual entertainment network AETN18 and Forbes India. Network18 also has investments in Yatra, DEN Networks and other Capital18 portfolio companies.



### **Punitha Arumugam, CEO, Madison Media Group**



Punitha Arumugam is the group CEO of Madison Media Group, the second-largest media group in India. In the ten years that she has been with Madison Media, Punitha has been ranked among some of the most powerful women in Indian business and advertising by media houses such as Financial Express, Business Today, Brand Equity and India Today. Prior to joining Madison Media, Punitha was with Ogilvy and Initiative in various specialist capacities for the Indian market. She is actively involved in a number of industry bodies that define the dynamics of India's media market. Punitha holds degrees in physics and management. She loves to travel and is a keen fitness enthusiast.

Madison Media Group handles media planning and buying for multinational clients such as General Motors, Cadbury, McDonald's and large Indian advertisers like Airtel, Godrej, ITC, Britannia, Marico, TVS, Tata Tea among many others. It operates from offices in Mumbai, Delhi, Bangalore and Kolkata in India, and also has an office in Colombo, Sri Lanka with a team of 375 media professionals. Over the last five years, Madison Media has been ranked consistently among the top three media agencies in India by the Brand Equity Ad Agency Reckoner.

### **Angela Mackay, Managing Director, Asia Pacific, Financial Times**



Angela Mackay was appointed Financial Times' managing director for Asia-Pacific in May 2007. Based at the FT's regional headquarters in Hong Kong, she leads the commercial operations in Asia and sits on the FT management board. Prior to this role, she managed print and online advertising sales revenues for the FT across 16 countries in Asia-Pacific. Angela first joined the FT's editorial department in 2003 and was the Asia investment editor for three years. Prior to that, she was the Hong Kong editor for The Sunday Telegraph and the Asia editor for Sunday Business. She has also worked for The Economist, CNBC, The Times in London and the Australian Financial Review in Sydney.

The Financial Times, one of the world's leading business news organizations, is recognized internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of 585,681 (Deloitte, April 4 to July 3, 2011) and a combined print and online average daily readership of 2.1 million worldwide (PwC, November 2010). FT.com has over 3.7 million registered users and 224,000 paying digital subscribers. The newspaper, printed at 26 print sites across the globe, has a global print circulation of 356,194 (ABC, June 2011). The FT has seen over 1 million downloads of its mobile and tablet apps.

### Ellana Lee, MD & VP, CNN International Asia Pacific



Based in CNN International's Asia-Pacific headquarters in Hong Kong, Ellana Lee manages the on-air and online news and feature programming produced in Hong Kong, in addition to CNN's correspondents and newsgathering teams across Asia-Pacific. Programming initiatives under her tenure have included taking Hong Kong-based programs to Beijing, Delhi, Jakarta, Kuala Lumpur, Mumbai, Seoul and Tokyo. Ellana was named a Young Global Leader by the World Economic Forum, is a graduate of Harvard's Global Leadership and Public Policy for the 21st Century executive program and is also a member of the Council on Foreign Relations. She holds a master's degree in broadcast journalism from New York University and an undergraduate degree in history and international relations from Georgetown University.

CNN is the world's leading global 24-hour news network and one of the world's most respected and trusted sources for news and information. The CNN brand is available to two billion people via 18 CNN-branded TV, internet and mobile services produced by CNN Worldwide, a division of Turner Broadcasting System Inc. and a Time Warner company. CNN International is the international directorate of CNN Worldwide and distributes news via 14 services in seven different languages. CNN International can be seen in more than 275 million households and hotel rooms in over 200 countries and territories worldwide, including over 37 million across the Asia-Pacific region, and online at [www.cnn.com/international](http://www.cnn.com/international).

### Hary Tanoesoedibjo, CEO, MNC Group



Hary Tanoesoedibjo is the president and CEO of MNC Group. He is also the founding shareholder as well as the CEO of Bhakti Investama Group since its establishment in 1989. With his background as a prominent investment banker, he is the key in leading the continuous development of MNC Group's business model through various major acquisitions, corporate restructuring and establishment of new businesses, including MNC Sky Vision, RCTI, and TPI as well as the development of the print and content businesses, radio networks and online media. He develops and oversees the Group's strategies and implementation in the content business, which includes the free-to-air broadcasts of RCTI, TPI, Global TV, and Sun TV Network, the print businesses such as Seputar Indonesia, the value-added services of Linktone Ltd and the pay-TV business of MNC Sky Vision. He holds a bachelor of commerce (Hons) degree from Carleton University and an MBA from Ottawa University, both in Ottawa, Canada.

Within a relatively short period of time, MNC Group has become the largest and most integrated media group in Indonesia with annual revenues in excess of US\$530 million in 2010 and EBITDA of US\$160 million. Parent Global Mediacom generated sales of almost US\$700 million in 2010 and EBITDA of US\$220 million. MNC's operations encompass content production, content distribution, national and local free-to-air television networks, production of 24-hour TV program channels, newspaper, tabloid, magazine, radio networks, online media, value-added services, advertising and talent management. MNC has the largest content library in Indonesia, comprising more than 100,000 hours of entertainment and news content, which is increasing by more than 10,000 hours per year.

### Ram Subramaniam, CEO, Mediabrands Indonesia



Ram started his advertising career in media as a trainee and became a media director within three and half years of joining the industry. Having achieved early success, he was looking for a more challenging career path and made a lateral shift to strategic planning and subsequently to account management. He then took up the challenging assignment of setting up from scratch the McCann-Erickson operation in Madras, which within three years grew to be ranked fifth against well-established competitors. In 1998, he became Unilever's regional director for the ice cream and Vaseline Skin Care businesses. After a short stint with a software company, Ram returned to the McCann network as GM of Sri Lankan operations. Ram is a keen golfer, loves reading, traveling, learning about different cultures, and teaching. He was a DJ during his student days. He also used to teach at premier management institutes.

Mediabrands is the media holding company for global networks Initiative and Universal McCann, as well as diversified companies delivering focused marketing services including search, mobile, hyper-local marketing, direct response, specialized digital platforms, shopper marketing, branded integration, media bartering, media intelligence, negotiation and investment. Mediabrands is part of Interpublic Group (NYSE: IPG), one of the world's leading organizations of advertising agencies and marketing services companies.

### Eugenio Lopez III, CEO, ABS-CBN



Eugenio Lopez III became chairman and CEO of ABS-CBN in 1996, after serving as its president from 1993 to 1996. He is also director and treasurer of Lopez Holdings Corp., ABS-CBN's parent and the flagship company of the Lopez Group. Currently, he is also the chairman and CEO of the Lopez Communications Group (CommGroup), which oversees the development and implementation of convergence projects for ABS-CBN, telco BayanTel and cable TV operator SkyCable. He has aggressively pursued ABS-CBN's diversification into interactive media, sound recording, post-production, international cable and satellite distribution, sports programming, licensing and merchandising, and digital TV. He earned a bachelor's degree in political science from Bowdoin College in Brunswick, Maine in 1974, and a master's degree in business administration from Harvard Business School in 1980.

ABS-CBN Corp. is the Philippines' leading information and entertainment multimedia conglomerate. The company is primarily involved in television and radio broadcasting, as well as in the production of television and radio programming for domestic and international audiences and other related businesses. ABS-CBN produces a wide variety of entertainment programs on free-to-air television and is also one of the Philippines' leading radio broadcasters, with 18 radio stations across the country. ABS-CBN provides news and entertainment programming for nine channels on cable TV and operates the country's largest cable TV service provider, SkyCable. The company also owns the leading cinema and music production and distribution outfits in the country. It brings its content to worldwide audiences via cable, satellite, online and mobile.

### Venus Navalta, Chairman, ZenithOptimedia Philippines



Venus joined ZenithOptimedia, Philippines as Chairman in 2010, challenged to make it one of their best offices in the world. ZenithOptimedia is now one of the biggest media agencies in the Philippines. Previously, she was country head of Universal McCann. During her watch, the agency grew and won numerous awards – including a Cannes – and was awarded 4A's Media Agency of the Year five times. She worked as media director of DYR, Singapore in the 1990s. Her interests include promoting visual artists, yoga and living a simple but good life by the beach where she has a green home.

ZenithOptimedia is fast gaining a reputation for media excellence and innovation with its new leadership and major investments in analytics, digital and out-of-home. ZenithOptimedia Philippines' aggressive growth is fueled by global resources that allow access to a wide range of communications opportunities and skills to create powerful consumer connections. Its clients include Nestle, L'Oreal, Sanofi-Aventis, SAFI/NutriAsia, Reckitt-Benckiser, Emperador, Megaworld, UNAHCO, Lamoian and Kenny Rogers.

### Kenneth Kim, Head of International Business, CJ E&M



Kenneth is the head of international business development at CJ E&M's media division. He is responsible for managing and supporting global channel businesses, including Mnet US, Mnet Japan and tvN Asia, operating across 12 countries globally. He also leads overseas expansion strategies and channel launches in new markets. Prior to heading the media division, he developed other media and entertainment businesses at CJ as an SVP. Before joining CJ, he was VP of Samsung Securities, the largest investment banking firm in Korea, closing notable transactions in IPOs and M&As. For 12 years, he was developing and executing diversification strategies for Samsung Everland, which manages the 3,600-acre Everland Resort theme park in Korea.

Formed in 2011 through a merger of six CJ Corp. subsidiaries – CJ Media, Mnet Media, On Media, CJ Entertainment, CJ Internet, and O Media Holdings – CJ Entertainment & Media (CJ E&M) is the largest entertainment and media company in Korea. CJ E&M comprises four major business areas including broadcasting, film production, music and concerts, and game software. Its combined structure allows for corporate synergy that enables the company to enjoy a large pool of content resources to best meet global objectives based on its one source multi use (OSMU) strategy across diverse media. CJ E&M is owned by Korea-headquartered holding company CJ Corp.

### Manu Sawhney, MD, ESPN STAR Sports



As MD of ESPN Star Sports (ESS) since September 2007, Manu Sawhney is responsible for all of ESS networks, including its digital media assets and mobile service offerings. He has been with ESS since its inception in 1996, and has worked in various capacities since then. Starting as the head of marketing in India, Manu went on to supervise various other functions including affiliate sales and business development, and then took on the responsibility of running the India operations as MD from 1999 to 2003. During his tenure as MD of ESS India, Manu developed the enterprise from a startup and secured the widest coverage for the ESPN and Star Sports channels in the local market. In 2003, Manu moved to ESS' Singapore headquarters where he assumed a regional role as the EVP of programming and marketing for Asia, acquiring broadcast rights to premium international sports franchises such as the ICC, the Barclays Premier League, Formula 1, golf majors and tennis grand slams. He also led the launch of ESS' third channel, Star Cricket. Manu holds a bachelor's degree in mechanical engineering from the Birla Institute of Technology and Science (BITS), Pilani, India and has done his master's in international business from the Indian Institute of Foreign Trade (IIFT), New Delhi, India.

ESPN Star Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. ESS combines the strengths and resources of its parent companies – Walt Disney (ESPN Inc.) and News Corp. Ltd (Star) – to deliver a diverse array of international and regional sports to viewers via its encrypted pay services. ESS showcases a variety of premier live sports from around the globe 24 hours a day to a cumulative reach of more than 310 million viewers in Asia. ESS has 19 networks covering 24 countries, each localized to deliver differentiated world-class premier sports programming to Asian viewers.

### Mike Rich, CEO, GroupM Entertainment & Sports Partnerships



Mike Rich has been working in the media & entertainment marketing industry since 1992. As managing partner of Mindshare's content company Performance, he was instrumental in launching and shaping the brand in Europe. Mike has worked with major multinationals to create innovative content-based communication solutions, ranging from ad-funded programming, viral film and blockbuster movie tie-ups, to music licensing and merchandising. Mike moved to Singapore in 2004 as MD of Performance Asia, tasked with establishing the Performance brand in the region. In 2006, Mike was appointed CEO of GroupM's content division in Asia-Pacific. Having built a team of over 250 content specialists, he now has responsibility for the development of integrated content solutions for brands across the entire GroupM client portfolio.

GroupM is WPP's consolidated media investment management operation, serving as the parent company to agencies that include Maxus, MEC, MediaCom, Mindshare and Kinetic. GroupM is the global number one media investment management group (Recma 2010). The company's primary purpose is to maximize the performance of WPP's media communications agencies on behalf of its clients, stakeholders and people by operating as a parent and collaborator in performance-enhancing activities such as trading, content creation, digital, finance, proprietary tool development and other business-critical capabilities. The agencies that comprise GroupM are all global operations in their own right with leading market positions.

### **Ward Platt, President, Asia Pacific & Middle East, Fox International Channels**



Ward Platt is responsible for Fox International Channels' (FIC's) regional and local operations in Asia-Pacific and the Middle East, heading up a dynamic team working in 13 countries. As president of FIC Asia, he directs the strategic development of the region's largest international network, overseeing the operations of 37 channels under the Fox, Star and National Geographic brands and the network's non-linear TV channel, plus the online and mobile platforms. Ward's vision is to aggressively expand into new markets and reach beyond the network's current base of more than 426 million cumulative households across the region, while also consolidating its position as a preferred media partner for local and pan-regional advertisers. Ward joined Fox International Channels in 1999 to spearhead the development of National Geographic Channel in Asia-Pacific and the Middle East as group MD.

Fox International Channels (FIC) is News Corp's international multi-media business, developing, producing and distributing 200+ wholly and majority-owned entertainment, factual, sports and movie channels across Latin America, Europe, Asia and Africa in 37 languages. These networks and their related mobile, non-linear and high-definition extensions reach over 1 billion cumulative subscribers worldwide. FIC also operates .Fox, a global online advertising unit specialized in online video and display, and four TV production houses. In Asia, FIC operates 27 channel brands in 75 channel feeds across 13 markets, reaching more than 550 million cumulative subscribers in Asia-Pacific and the Middle East. FIC has offices in Singapore, Malaysia, Indonesia, the Philippines, Thailand, Hong Kong, China, Taiwan, Japan, Korea, Australia, the Middle East and India.

### **Sander Hamersma, Head of Communications and Media, Barclays Capital**



Sander Hamersma is responsible for Barclays Capital's telecom, media and technology clients. He has 14 years of Asian investment banking experience and held a similar role at ABN AMRO in Hong Kong prior to joining Barclays Capital. Sander has advised on and executed M&A, debt and equity capital market deals for free-to-air and pay-TV operators in Taiwan, Hong Kong, Korea, Japan, the Philippines, China and India. He holds an MSc degree in Finance from the University of Amsterdam.

Barclays Capital is the investment banking division of Barclays Bank PLC. With a distinctive business model, Barclays Capital provides large corporate, government and institutional clients with a full spectrum of solutions to their strategic advisory, financing and risk management needs. Barclays Capital has offices around the world, employs 25,000 people and has the global reach, advisory services and distribution power to meet the needs of issuers and investors worldwide.

### David Goldstein, COO, Emtek Group



David Goldstein has served as Emtek's director since September 2009 and has been with the Group since 2007. David was previously advisor to Khazanah Nasional Berhad in Kuala Lumpur from 2005 to 2007. He was GM for Telstra Hong Kong from 2004 to 2005, Southeast Asia GM for Schlumberger from 2002 to 2004 and VP at New World Mobility/JP Morgan Partners Hong Kong from 2000 to 2002. David graduated with a bachelor of arts degree in international political economy from the University of California, Berkeley, USA in 1992. He completed his studies with a master of international relations degree from the University of Amsterdam, the Netherlands, in 1995.

The PT Elang Mahkota Teknologi Group (Emtek) has evolved to become one of Indonesia's most prominent entertainment, content and technology groups with three main business areas: media, solutions and connectivity. Emtek's properties include three of Indonesia's most popular free-to-air TV stations (SCTV, Indosiar and O Channel); original-content production house Screenplay Productions, pay-TV operation Nexmedia and a mix of technology companies providing solutions to a wide range of industries.

### Tony Holt, Executive Director and Co-Head, TMET, Macquarie

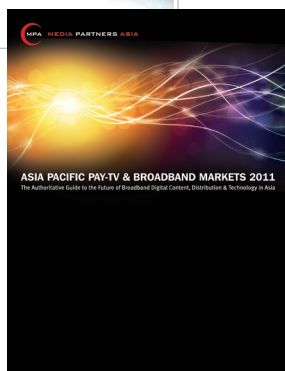


Tony is a senior MD of Macquarie Capital Advisers in the Telecommunications, Media, Entertainment and Technology (TMET) Group. Tony joined Macquarie in 2008 and has over 20 years experience in research, investment banking and mergers and acquisitions. He has worked in New York and completed transactions in London, Hong Kong, Canada and the United States in his 20 years as an investment banker. Prior to joining Macquarie, Tony was head of the telecommunications, media and technology group for Citigroup in Sydney. He held a similar position with Merrill Lynch prior to his time at Citigroup. Based in Hong Kong, Tony is responsible for Macquarie Capital Advisers global media practice, and he jointly leads the TMET business for all of Asia, including Korea and Japan. Tony has advised many major global clients on strategic initiatives and fund raisings in many major markets globally. These clients have included Cable and Wireless, CanWest, C&M, TBC, Megabox, Telstra, Pearson, TPG, Melco Crown Entertainment, Telecom New Zealand, Emap

Plc, Fairfax, Seven Network, Federal Publishing Co., Seek, Prime Television, Ten Network Holdings and Southern Cross Media.

Founded in 1969, Macquarie is a global financial services specialist, with particular expertise in resources and commodities, energy, financial institutions, infrastructure and real estate. Macquarie's main business focus is making returns by providing a diversified range of services to clients. Macquarie acts on behalf of institutional, corporate and retail clients and counterparties around the world. The company's management approach fosters an entrepreneurial culture among staff. Strong prudential management is fundamental to this approach. The company has over 15,400 people in more than 70 office locations in 28 countries.

# ABOUT MEDIA PARTNERS ASIA



## BACKGROUND

Media Partners Asia, Ltd (“MPA”) is a leading independent provider of information services, focusing on media and communications. MPA serves various audiences and clients with multiple platforms. MPA covers all major media-related sectors, including: advertising; TV and radio broadcasting; broadband; cable and satellite TV; digital TV; filmed entertainment; IPTV; mobile; music; online; outdoor; pay-TV; and print media. MPA publications and research reports receive widespread coverage in global media and are utilized by numerous industry-related groups, such as media and telecom owners, investors, technology companies, regulatory groups and the financial sector.

## RESEARCH

MPA reports include detailed analysis of Asia’s media and communications industries, with specific focus on the commercial and regulatory aspects. MPA analysts maintain six industry research databases, tracking and covering over 20 media markets, 10 sectors and 200 industry-related properties. MPA reports contain multiple market and sector profiles, which incorporate analysis of commercial and regulatory dynamics with exclusive, proprietary MPA data and forecasts on sector growth and consumption as well as asset appraisal. Key reports include the market leading ASIA PACIFIC PAY-TV & BROADBAND MARKETS SERIES and ASIA PACIFIC MEDIA & ENTERTAINMENT TRENDS in addition to detailed country reports on Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Taiwan and Vietnam.

## CONSULTING SERVICES

The Media Partners Asia consulting services division was established in 2001, leveraging the research and analytical expertise offered by MPA in reports and publications, and extending this expertise towards numerous engagements undertaken on behalf of clients throughout Asia as well as in North America, Europe and Latin America. MPA consulting services include: custom-made market research; corporate strategy and business models/plans; consumer research; strategic market entry studies; M&A-related due diligence research; advocacy, regulatory and policy-making studies; fair market appraisals and independent valuations; expert witness testimony.



