



PRELIMINARY PROGRAMME

Last updated: 15 September 2011

MONDAY, 31 OCTOBER 2011		
7:00am – 4:00pm	Eurosport CASBAA Golf Masters Venue: Discovery Bay Golf Club <i>Registered players only.</i>	
7:45am – 9:30am	WMN CASBAA Convention 2011 Breakfast Women Who Mean Business – Heart, Vision and Winning Strategies <i>By separate registration via: www.womenmedianetworks.com</i>	
2:00pm – 5:00pm	Regulators Roundtable <i>Regulators and industry representatives in a “closed door” discussion of hot issues including the impact of internet video, IP protection and localised content requirements.</i> <i>With invited guests from Australia, China, HK, India, Indonesia, Japan, Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand, Vietnam. Regulators will also attend Convention Plenary Sessions and Networking Events.</i>	
6:30pm	PwC Speakers Reception <i>By invitation only.</i>	
8:30pm	France 24 presents the CASBAA Delegates Welcome Party <i>Open to all registered delegates.</i>	

TUESDAY, 1 November 2011		
7:30am – 8:30am	Synovate Breakfast Briefing The App Map - with the Net Generation?	
	Paul Weiss Breakfast Briefing Everything you need to know about China but dared not ask.	
8:40am	The Opener Marcel Fenez , Chairman, CASBAA ; Global Leader, Entertainment &Media Practice, PwC	
8:45am	Welcome Aboard Henry Tang Ying-yen , Chief Secretary for Administration, Hong Kong SAR	

<p>9:00am</p>	<p>Talking TV – The CASBAA Show Primary Speaker: Blair Westlake, Corporate VP, Media & Entertainment Group, Microsoft</p> <p><i>With</i> David Speers, Sky News Australia</p> <p><i>And</i> Jana Bennett, President, Worldwide Networks & Global iPlayer, BBC Worldwide Neeraj Roy, MD & CEO, Hungama</p>	
<p>10:20am</p>	<p>Coffee Up!</p>	
<p>11:00am</p>	<p>Return Engagement Picking up from the final note of the CASBAA Convention 2010 on new content delivery, have the linear and digital media sectors moved closer?</p> <p><i>With</i> Adam Smith, Head of YouTube APAC, Google André Kudelski, Chairman & CEO, Kudelski Group Jayne Leung, Director, North Asia, Facebook Joerg Krahnert, MD APAC, Netbiscuits</p> <p>Host: Marcel Fenez, Chairman, CASBAA; Global Leader, Entertainment & Media Practice, PwC</p>	<p><i>In association with:</i></p> 
<p>12:00pm</p>	<p>China TV at Home and Abroad</p> <p>As ever, China is a unique market with vast opportunities and massive constraints. Meanwhile, media companies of all stripes are creating new models for new revenues both domestically and internationally.</p> <p><i>Introductory Remarks</i> Liang Xiao Tao, President, CITVC</p> <p><i>With</i> Liu Changle, Chairman, Phoenix Satellite TV (invited) Li Yifei, Greater China Chairperson, VivaKi of Publicis Groupe (invited) Graham Hollis, President, Liberty Global Victor Koo, Chairman of BOD and CEO, Youku (invited) James Mitchell, Chief Strategy Officer, Tencent (invited)</p> <p><i>(In Mandarin & English)</i></p>	
<p>12:50pm</p>	<p>The Lunch Hour</p>	
<p>2:00pm</p>	<p>In Conversation</p> <p><i>With</i> Tony Maddox, EVP & MD, CNN International</p> <p><i>And</i> Tara Joseph, Executive Producer, Reuters Insider, Asia, Reuters</p>	
<p>2:25pm</p>	<p>It's More Than Sound with Dolby</p>	


2:40pm	<p>The 365 Experience Every 21st century TV producer must account for audience input as a first step when designing any story board.</p> <p><i>With</i> Andrew Roy, Head of News, BBC World News Neil Montefiore, CEO, StarHub David Levine, VP, Programming & GM, Disney XD Worldwide Alexandre Muller, MD, TV5MONDE</p> <p>Host: Kate Bulkley</p>	
3:30pm	<p>Coffee Up!</p>	
4:00pm	<p>Made in Malaysia Malaysia's multichannel TV household penetration has now hit 55% and yet more changes are in the air as IPTV rollouts become a reality and traditional pay TV services reach deeper into the consumer market.</p> <p><i>With</i> Jeremy Kung, CEO, TM Net Simon Cathcart, CEO, Fetch TV Henry Tan, COO, ASTRO Ahmad Izham Omar, COO TV Networks, Media Prima (invited)</p>	
4:50pm	<p>Over The Top – With online services is this too much, too far? Internet TV offers promise and peril for the pay TV industry. This panel will explore players from all sides to review good and bad of over the top TV.</p> <p><i>With</i> Christopher Stokes, CEO, NetResult Thomas Ee, CEO, Taiwan Broadband Communications Shaun Seow, CEO, MediaCorp (invited) Tim Carmichael, VP Pay TV, SingTel (invited)</p>	
5:30pm	<p>CASBAA•ABU•UNICEF Asia-Pacific Child Rights Award 2011 The most effective TV production in 2011 on the rights of the child in the Asia-Pacific region chosen from 50 extraordinary entries.</p>	
5:45pm	<p>Day 1 Closing Remarks</p>	
6:00pm – 7:00pm	<p>Irdeto Cocktail Reception <i>Open to all registered delegates</i></p>	
6:00pm – 7:30pm	<p>Disney Private Cocktail Party <i>By invitation only.</i></p>	
8:00pm – 11:00pm	<p>HBO Private Party <i>By invitation only.</i></p>	
11:00pm until late	<p>TV5 Monde Late Night Party <i>By invitation only.</i></p>	


WEDNESDAY, 2 November 2011

7:30am – 8:30am	<p>GE Satellite Breakfast Briefing Everyone in the broadcasting industry should be concerned with spectrum protection. Some of our frequency bands are coveted for new broadband technologies which will interfere with satellite services. The result could put wholesale satellite-delivered television and a host of other services off-air.</p> <p><i>With</i> Deepakjit Singh Chatrath, MD, Asia, Encompass Digital Media</p>	
8:45am	<p>The Opener Marcel Fenez, Chairman, CASBAA; Global Leader, Entertainment & Media Practice, PwC</p>	
9:00am	<p>In Conversation – A Vision for Pay-TV</p> <p><i>With</i> Jeff Shell, President, NBCUniversal International</p>	
9:30am	<p>Founders Day: Back to the Future The founders of the Asian pay TV sector debate changes in the industry over 20 years ... where we've been and where are we heading?</p> <p><i>With</i> Eugenio "Gabby" L. Lopez III, Chairman & CEO, ABS-CBN Gary Davey, EVP Programming, Sky Germany Ted McFarland, MD, Pacific Skies Clarence Chang, Group Consultant, Media Monitors Peter Gontha, Co-Founder & Chairman, PT First Media Cable TV Network</p> <p>Host: Bruce Dover, CE, Australia Network</p>	
10:20am	<p>Coffee Up!</p>	
10:50am	<p>In Conversation Ground breaking global financial information broadcaster goes beyond multichannel TV and the ticker.</p> <p><i>With</i> Andy Lack, CEO, Bloomberg Media Group</p> <p>And Paromita Chatterjee</p>	
11:20am	<p>Reconfiguring the Future What technological changes are in store for the broadcasting industry ... how will these changes influence the way that viewers consume television content?</p> <p><i>Introductory Remarks</i> Olivier Barberot, Chairman & CEO, GlobeCast Worldwide</p> <p><i>With</i> Yun Wang, CTO, IBM Research China David Butorac, CEO, Orbit Showtime Network Glen Tindall, VP, Sales, AP, SES Rinaldi Firmansyah, CEO, Telkom Indonesia</p> <p>Host: Kate Bulkley</p>	
12:10pm	<p>The 50 Billion Dollar Bet Funding for India's 100 million digital cable TV subscribers.</p> <p><i>With</i> Andrew Low, CEO, RedBridge Grant Samuel Gurjeev Singh Kapoor, COO, Media Pro Manjit Singh, CEO, MSM</p>	

	<p>Jawahar Goel, Vice-Chairman, Zee Group (invited) Sadanand Shetty, VP, Taurus Asset Management (invited)</p> <p>Host: Vanita Kohli-Khandekar</p>	
1:00pm	The Lunch Hour	
2:00pm	<p>Japan is still open for business</p> <p><i>With</i> Tetsuo Yamakawa, Vice Minister for Policy Coordination, Ministry of Internal Affairs & Communications, Government of Japan</p> <p><i>(In Japanese & English)</i></p>	
2:30pm	<p>Japan is still open for business</p> <p><i>With</i> Shigeki Nishiyama, Representative Director, Chairman, SKY Perfect JSAT Corporation Shuichi Mori, Representative Director, President & CEO, J:COM Nobuya Wazaki, President, WOWOW</p> <p>With Turner, Discovery, HBO, Fox International</p> <p>Host: Takehiko “Ken” Koyanagi, Senior Staff Writer, Nikkei</p> <p><i>(In Japanese & English)</i></p>	
3:20pm	<p>Trend Intelligence – Looking Sideways Think differently in a changing branded landscape. Your competitors tomorrow are most likely those who you don't even know today.</p> <p><i>With</i> Shari Swan, CEO & Founder, Streative Branding</p>	
3:50pm	Coffee Up!	
4:20pm	<p>Whose Dollar is it Anyway? Who runs the show - consumers, brands, agencies, media owners? Meaningful relationships with the newly enfranchised customer.</p> <p><i>With</i> Keith Smith, President-International, TBWAWorldwide Andrew Knott, Chief Digital Officer, Euro RSCG Asia Pacific James Wong, MD, Unilever Joanna Vonfelkerzam, Regional Director of Insights & Research, Starcom Laura Ashton, VP of Marketing, Philips</p> <p>Host: Atifa Hargrave-Silk, Editor-in-Chief, Haymarket</p>	<i>In association with:</i> campaign
5:00pm	The Closer	
5:40pm	CASBAA Chairman's Award 2011	
5:50pm	<p>Day 2 Closing Remarks Marcel Fenez, Chairman, CASBAA; Global Leader, Entertainment & Media Practice, PwC</p>	
6:00pm – 7:30pm	<p>NBCUniversal Private Cocktail Party <i>By invitation only.</i></p>	

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8:00pm – 11:00pm	Discovery Private Party <i>By invitation only.</i>	
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THURSDAY, 3 November 2011		
10:30am	CASBAA AGM <i>For CASBAA Voting Members only.</i>	
2:30pm	CASBAA Council of Governors <i>For CASBAA Council of Governors only.</i>	
7:00pm – 1:30am	Turner Presents CASBAA Charity Ball <i>For ball ticket holders only.</i>	

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