



Preliminary Programme
9-10 June 2015 (Tue-Wed)
Swissotel, Shanghai

Day 1 – Tue 9 June	
9:00am	Registration
9:30am	<p>Overview of Formats Business in 2015 The formats industry is at a critical stage of its development, when business models need to be reexamined and adjusted amidst massive technological transformation, rapidly evolving regulatory landscape and changing viewing habits. What are the trends affecting formats business in Asia and across the globe?</p> <p>Michael Schmidt, Board Member, FRAPA James Ross, CEO, Lightning International Zhang Bo, International Sales Manager, Eurodata</p>
10:00am	<p>The Secret Recipe to Creative Formats Is there a formula in coming up with a creative format? How do we make this creative format sellable in many countries? What can be the next “big thing”?</p> <p>Speakers: Norman Lockhart, Director of International Production, BBC Worldwide Kim IlJoong, Director of Creative Oasis Lab, SBS (Korea) Michael Schmidt, Chief Creative Officer, Red Arrow Entertainment Group Nadav Palti, CEO, Dori Media</p>
11:00am	Coffee Break
11:30am	<p>In Conversation with Fotini Paraskakis, MD Asia, Endemol Shine Group</p>
12:00pm	<p>Emerging TV Formats in Asia The rise of reality TV has unleashed latent audience demand, allowing TV programmes to engage and interact with viewers previously thought impossible. What other TV formats are gaining popularity in Asia besides reality formats? What should be taken into consideration when localising foreign formats? As drama formats have gained momentum in recent years, will it be a game changer for TV formats businesses in Asia?</p> <p>Speakers: IkJoon Kwon, Director of Media Business Department, CJ E&M Noppakorn Thongman, Founder, Entertainment LAB Michael McKay, President, activeTV</p> <p>Moderator: Arturo Casares, Executive Director & Producer, LR Studio</p>



1:00pm	Networking Lunch
2:00pm	<p>The New World of Collaboration</p> <p>While licensing remains the most common business model in formats business, some format owners are exploring and experimenting with alternatives. Traditionally format owners sell license of their formats to a distributor or a broadcaster. But for some media conglomerates which have operation in foreign markets, they may cooperate with a local broadcaster or even air the show themselves if they own a channel in the respective market. What are the pros and cons of such business model? Are there other innovative ways to finance and monetise TV formats?</p> <p>Speakers: Tony Qi, Vice President - Territory Head, China, Fox International Channels Benny Luo, Deputy Creative Director, Online Video Department, Tencent Riaz Mehta, Founder, Imagine Group Julia Song, Director, China, GroupM Entertainment</p>
3:00pm	<p>Asia Briefing</p> <p>Broadcasters in Asia used to import TV programmes and formats mostly produced in Europe, but not anymore. Productions of other Asian countries are catching up aggressively. In 2013, Southeast Asia and Korea have successfully exported TV programmes to China, after Europe. What works in each Asian country and what doesn't work?</p> <p>Speakers: Takao Yaoi, International Business Development, Nippon TV Art D. Kaneearch, Programme Acquisition, Bangkok Entertainment Co- Channel 3 Gary Pudney, Managing Director, South East Asia, Sparks Echo Group Beryl Yan, Head of Programme Strategy Department, R&D Center, Hunan Satellite TV (Invited)</p> <p>Moderator: Patrick Frater</p>
3:50pm	Coffee Break
4:10pm	<p>In Conversation with</p> <p>Paul O'Hanlon, MD Asia, FremantleMedia</p>
4:40pm	<p>Asian Formats to the World</p> <p>While imported TV formats have proven their commercial success in Asia, countries such as South Korea, Japan and China are pushing their own formats to the world. What are the essential ingredients needed to export formats to the world? Does it always need to build a success case in the U.S. market before going international? What is holding Asian formats businesses from selling their formats to the world?</p> <p>Introductory: Marc Lorber, International Development-Acquisitions, Formats & Co-Productions, Lionsgate; International Programming, Production, Formats Consultant</p> <p>Speakers: JanghoSeo, Head, International Acquisitions & Sales, CJ E&M Corporation Mike Jackson, Head of Global Sales, Banijay International Toshikazu Sugae, Vice President, Yomiuri-TV Enterprise</p>



5:30pm	End of Day 1
Day 2 – Wed 10 June	
9:30am	Registration
9:30am-12:30pm	<p>Emerging Asian Formats</p> <p>Presentation of formats from top production companies in Asia with interaction with the audience of how these formats can sell into Western countries.</p> <p>Presenting Companies:</p> <ul style="list-style-type: none"> • Go Sejun, Producer, KBS Programme: <Lady Action>, <Look At Me>, <Happy Sunday-1 Night 2 Days Season 3> • Jiangsu Satellite TV (JSTV) Programme: 《超级战队》 • Zhao Jing, Manager, Program Production Center, Fleet Entertainment Programme: 《美丽俏佳人》、《超级先生》 • CheJunzhen, Producer, Yinhan Communication Program: 《中国医生说》 • Dragon TV 上海东方卫视 Programme: 金牌保姆 • Mayyi Lee, VP, National Geographic Channels – Regional Production & Development, Asia Pacific & Middle East, Fox International Channels <Formats Lab >
12:30pm - 2:00pm	Networking Lunch Break
2:00pm - 5:00pm	<p>Trending in the West</p> <p>Presentation of formats from top production companies outside of Asia and interacting with Asian audience to see how these formats sell in Asia.</p> <p>Presenting Companies:</p> <ul style="list-style-type: none"> • Norman Lockhart, Head of Production, BBC Worldwide • Mike Jackson, Head of Global Sales, Banijay International • Javier Paez, Sales Manager, Televisa • Gary Pudney, Managing Director, South East Asia, Sparks Eccho Group • Marc Lorber, International Development-Acquisitions, Formats & Co-Productions, Lionsgate • Joel Atley, SVP Sales - Asia Pacific Rim, DRG (invited)

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