




**Programme**  
Tuesday-Wednesday, 9-10 June 2015  
Swissotel Grand Shanghai

<b>Day 1 – Tue 9 June</b>	
9:00am	<b>Registration</b>
9:30am	<p><b>Welcome and Overview of the Formats Business in 2015</b> 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 the formats business in Asia and across the globe?</p> <p>James Ross, CEO, Lightning International Michael Schmidt, Board Member, FRAPA Zhang Bo, International Sales Manager, EurodataTV</p>
10:00am	<p><b>The Secret Recipe to Creative Formats</b> Is there a formula in coming up with a creative format? How do we make this creative format sellable in many countries? What could be the next “big thing”?</p> <p>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 Pauline Ick, VP Sales, Dori Media Group</p> <p>Moderator: Patrick Frater, Asia Editor, Variety</p>
11:00am	<b>Coffee Break</b>
11:30am	<p><b>In Conversation with...</b> Fotini Paraskakis, MD, Endemol Shine Asia</p> <p>Moderator: James Ross, CEO, Lightning International</p>
12:00pm	<p><b>Emerging TV Formats in Asia</b> The rise of reality TV has unleashed latent audience demand, allowing TV programmes to engage and interact with viewers previously thought impossible. What other types of TV formats are gaining popularity in Asia? What should be taken into consideration when localising foreign formats? Will drama formats be a game changer in Asia?</p> <p>IkJoon Kwon, Director of Media Business Department, CJ E&amp;M Noppakorn Thongman, Founder &amp; Managing Director, Entertainment LAB Michael McKay, President, activeTV Tony Qi, Vice President &amp; Territory Head, Fox International Channels China</p> <p>Moderator: Arturo Casares, Executive Director &amp; Producer, LR Studio</p>
1:00pm	<b>Networking Lunch</b>

2:00pm	<p><b>The New World of Collaboration</b></p> <p>While licensing remains the most common business model for formats, some content owners are exploring and experimenting with alternatives. Is there a place for some format owners to control the whole food chain from creation, production to distribution or broadcast? –What are the pros and cons of such business models? Are there other innovative ways to finance and monetise TV formats?</p> <p>Luo Ming (Benny), Deputy Director of Format Development, Online Video Division, Tencent Video Riaz Mehta, President &amp; Founder, Imagine Group Julia Song, Director, GroupM Entertainment China</p> <p>Moderator: Tony Chow, Media Consultant</p>
3:00pm	<p><b>Asia Briefing</b></p> <p>Broadcasters in Asia used to import TV formats originating mostly produced in Europe, but perhaps not anymore. Producers and creators in other Asian countries are catching up aggressively. South East Asia and Korea have successfully exported TV programmes to China. So what works in each Asian country and what doesn't?</p> <p>Takao Yaoi, Manager, Format Development &amp; Sales, Nippon TV Art D. Kanearch, Programme Acquisition, Bangkok Entertainment Co - Channel 3 Thailand Dong Yang, Media Professional, Former Vice Director, Beijing TV Wu Wenbo, Director of Global Formats R &amp; D Center, Phoenix School-Communication University</p> <p>Moderator: Patrick Frater, Asia Editor, Variety</p>
3:50pm	<p><b>Coffee Break</b></p>
4:20pm	<p><b>In Conversation with...</b></p> <p>Paul O'Hanlon, Managing Director Asia, FremantleMedia</p> <p>Moderator: James Ross, CEO, Lightning International</p>
4:50pm	<p><b>Asian Formats to the World</b></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? Do you always need a success case in the U.S before going international? What is holding back Asian formats owners from selling their formats to the world?</p> <p>Introduction: Marc Lorber, International Programming, Production, Formats Consultant and International Development-Acquisitions, Formats &amp; Co-Productions, Lionsgate</p> <p>Jangho Seo, Head, International Acquisitions &amp; Sales, CJ E&amp;M Corporation Mike Jackson, Head of Global Sales, Banijay International Toshikazu Sugae, Vice President, Yomiuri-TV Enterprise Gary Pudney, Managing Director, South East Asia, Sparks   Echo Group</p> <p>Moderator: Tony Chow, Media Consultant</p>
5:50pm	<p><b>Closing Comments</b></p>

Day 2 – Wed 10 June	
9:30am	<b>Registration</b>
9:30am-12:30pm	<p>Emerging Asian Formats</p> <p>A presentation of formats from top content owners in Asia with interaction with the audience as to how these formats could sell into Western countries.</p> <p>Presenting Companies:</p> <ul style="list-style-type: none"> <li>Go Sejun, Producer, KBS Programme: &lt;Lady Action&gt;, &lt;Look At Me&gt;, &lt;Happy Sunday-1 Night 2 Days Season 3&gt;</li> <li>Park Sang Joon, CJ Media Programmes: &lt;3 Bob&gt;,&lt;Dancing 9&gt;, &lt;Mystery Music Show&gt;, &lt;The Genius&gt;</li> <li>Yedi Zhang, Producer, Jiangsu Satellite TV (JSTV) Programme: &lt;Super Combat Teams&gt;</li> <li>Jing Zhao, Manager, Program Production Center, Fleet Entertainment Programmes: &lt;Pretty Woman&gt;, &lt;Mr Super&gt;</li> <li>June Che, Producer, Yinhan Communication Programme: &lt;The Doctors Talk&gt;</li> <li>Liang Chen, Producer, Dragon TV, Shanghai Media Group Programme: &lt;Home Not Alone&gt;</li> </ul>
12:30pm - 2:00pm	<b>Networking Lunch Break</b>
2:00pm - 5:00pm	<p><b>Trending in the West</b></p> <p>A presentation of formats from top content owners outside of Asia with interaction with the audience to see how these formats could sell in Asia.</p> <p>Presenting Companies:</p> <ul style="list-style-type: none"> <li>Norman Lockhart, Head of Production, BBC Worldwide Programmes: &lt;You're Back In The Room&gt;, &lt;Luther&gt;, &lt;Trust Me I'm a Doctor&gt;</li> <li>Mayyi Lee, VP, National Geographic Channels – Regional Production &amp; Development, Asia Pacific &amp; Middle East, Fox International Channels &lt;Fox Formats Lab &gt;</li> <li>Mike Jackson, Head of Global Sales, Banijay International</li> <li>Javier Paez, Sales Manager, Televisa Programmes: &lt;Los Gonzalez&gt;, &lt;Dolphins With The Stars&gt;, &lt;Nightshift&gt;</li> <li>Marc Lorber, International Development-Acquisitions, Formats &amp; Co-Productions, Lionsgate</li> </ul>
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