Current speakers include:

Zubin Gandevia, President, Asia Pacific & Middle East, FOX International Channels
Cyril Abiteboul, Managing Director, Renault Sport F1
Graeme Lowdon, President & CEO, Manor F1
Paul Hembery, Motorsport Director, Pirelli
Andrew Georgiou, CEO, World Sport Group
Paul Parker, Former England World Cup Player
Sam Xie, General Manager of Sports Business Development and Marketing, Deputy Chief Editor of qq.com, Tencent
Hang Yu, Vice President, Sports, LeTV Sports
Bulbul Khera, Senior Marketing Director South East Asia, Nike
Beatrice Lee, Managing Director, APAC, MP & Silva
Anthony Indaimo, Partner and Global Head of Corporate and Commercial, Withers LLP
Josh Burack, Senior Vice President, Head of Television, Media & Sponsorship, Dentsu Sports Asia
Robert Klein, Head of Sports Rights, Red Bull Media House
Caroline Darcy, Head of Sponsorship, Asia Pacific, UBS
CK Lee, Vice President, Sports Business, Astro
Giles Morgan, Global Head of Sponsorship & Events, HSBC
Mark Harland, Marketing Director, General Motors
Adrian New, Managing Director Asia, Chelsea FC
Jason Dasey, Coordinating Producer/Senior Editor, Disney Southeast Asia/ESPN
Peter Mitchell, Global Media Innovations Director, Mondelez International
Peter Leible, Chief Representative Asia Pacific, DFL Sports Enterprises
Jamie Reigle, Commercial Director, Manchester United
Nicholas Wodtke, Vice President, MSC, Southeast Asia & Oceania, Samsung
PJ Roberts, Vice President, Southeast Asia, Repucom
Victor Cui, CEO, ONE Championship
Tony Pignata, CEO, Sydney FC
Peter Draper, Marketing Director Asia, Valencia C.F
Seb Hills, Head of Strategy, Asia, Middle East and Africa, BT
Kevin Ramalingam, CEO, Football Malaysia
Andrew Stott, Partner, Olswang Asia
Brandon Snow, Senior Vice President, Global Marketing Partnerships, NBA China
Jacob Zachariah, General Manager, Asia-Pacific and Middle East, Victorious
Patrick Murphy, CEO, Catalyst Media Group
Jasper Donat, CEO, Branded
David Basheer, Presenter/Commentator/Producer, SBS Australia
Andy Jackson, Global Brand Director, FourFourTwo, Haymarket Media Asia
Josh Black, CEO, GroupM Content
James Miner, CEO, MinerLabs Group
Ian Grundy, Head, Marketing & Communications, Adecco Asia
Maurizio Barbieri, Head of Sports, MSC, SEA & Oceania, Samsung
Rohit D'Silva, Executive Vice-President, Sports, Asia-Pacific & Middle East, FOX International Channels
Aldrina Thirunagaran, Assistant Vice President, Content Marketing, OCBC Bank
Nick Wilkinson, Managing Director, Wasserman Asia Pacific
Charlie Baillie, Director of Business Development - South East Asia, RadiumOne
Melissa Pine, Vice President (Asia-Pacific) & WTA Finals Tournament Director, WTA
Sam Li, Head of Content Acquisition and Strategic Partnerships, Sina Sports
Adrian Toy, Regional Director, Marketing, APAC, Puma
Melvin Lim, CEO, Havas Media Group, Singapore
John McLellan, Partner, Haldanes
Peter Windsor, F1 Journalist
Alan Cross, CEO & Co-Founder, Major League Mixes
Shoto Zhu, CEO, OCEANS Sports & Entertainment Marketing
Mark McFarlane, Vice President, Asia-Pacific & Middle East, Fox International Channels
Patrick Corr, Co-CEO Asia-Pacific, YouGov
Don Anderson, Managing Director, We Are Social
### Sports Matters Opening

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9.00</td>
<td>Welcome Address</td>
<td>Jasper Donat, CEO, Branded</td>
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### BROADCAST MATTERS

Broadcast Matters asks the question: Why isn’t sport exploding onto digital platforms like movies and music have? Can the financial barrier created by broadcasters and rights holders ever be hurdled?

Broadcast Matters is umpired by Jason Dasey, Coordinating Producer/Senior Editor, Disney Southeast Asia/ESPN

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<thead>
<tr>
<th>Time</th>
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</table>
| 9.30  | Entertainment Industry Keynote       | Zubin Gandevia, President, Asia Pacific & Middle East, FOX International Channels  
Interviewer: Jasper Donat, CEO, Branded  |

A year after the upgrade and re-brand of the FOX Sports Asia network, we put Zubin in the spotlight: What’s changed since the rebrand? Did the new FOX Sports network connect better with affiliates, advertisers and sports fans? What does FOX Sports bring to the table that competitors can’t, when it comes to sports rights? What’s next for sports broadcast and specifically, for FOX Sports in Asia?

### Presentation

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10.05</td>
<td>Make your sports music matter</td>
<td>Alan Cross, CEO and Co-Founder, Major League Mixes</td>
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### Panel Discussion

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<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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| 10.10 | The power of passion: Building online fan bases for the broadcast business | Josh Burack, Senior Vice President, Head of Television, Media & Sponsorship, Dentsu Sports Asia  
Victor Cui, CEO, ONE Championship  
Jacob Zachariah, General Manager, APAC and Middle East, Victorious  
Josh Black, CEO, GroupM Content  
Charlie Baillie, Director of Business Development - South East Asia, RadiumOne  
Moderated by: Andrew Stott, Partner, Olswang Asia |

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11.10</td>
<td>Coffee Break</td>
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</table>
### Panel discussion

11.40 – 12.25  **New frontiers: New business models in sports broadcasting**

- What are the most exciting business opportunities in Asia?
- Should online be an extension of broadcast?
- Chord nevers: What to do with them?
- Is there room for new players?

Robert Klein, Head of Sports Rights, Red Bull Media House
CK Lee, Vice President, Sports Business, Astro
Nick Wilkinson, Managing Director, Wasserman Asia Pacific
Maurizio Barbieri, Head of Sports, MSC, SEA & Oceania, Samsung

Moderated by: James Miner, CEO, MinerLabs Group

### Interview

12.25 – 12.40  **Continuous Innovation in Sports Content Across Platforms**

What are the core challenges to sports content marketing in a multi-platform environment? Are there new ways to use social media and content marketing to engage fans? What does continuous innovation mean for this space? Get insights from how Samsung built a community of fans around one of the region’s leading sports content aggregator applications.

Nicholas Wodtke, Vice President, MSC, Southeast Asia & Oceania, Samsung

Interviewed by: James Miner, CEO, MinerLabs Group

### Presentation

12.40 – 13.00  **Is the Web the Future Home of Sports?**

Tencent are putting live sports content as one of its core products. What is its content strategy going forward? What’s next for the Chinese powerhouse?

Sam Xie, General Manager of Sports Business Development and Marketing, Deputy Chief Editor of qq.com, Tencent

### Lunch

13.00 – 14.30

**SPORTS SPONSORSHIP MATTERS**

How has sports sponsorship evolved? Are we no longer fans, but customers? Is technology the answer to deeper fan engagement?

In this session, our experts will share how they are doing it differently in Asia

Sports Sponsorship Matters is umpired by Justin Sampson, Executive Director, Sampson Events

### Keynote Interview

14.30 – 15.00  **HSBC World Rugby Sevens Series: A global sponsor of a game on the move**

Giles Morgan on HSBC’s global sponsorship of a new-look HSBC World Rugby Sevens Series. With the backdrop of Sevens’ inclusion in Rio 2016 and Singapore new to the global circuit, Giles discusses the bank’s involvement in flagship event Hong Kong and what to expect in Singapore next year.

Giles Morgan, Global Head of Sponsorship & Events, HSBC

Interviewer: Jasper Donat, CEO, Branded

### Research Blast

15.00 – 15.10  **The State of the Nation of Sponsorship and Sport in Asia**

An analytical landscape view of Sponsorship in Asia

Non-traditional Media, like Sponsorship, faring well in the face of Traditional Paid Media

How is sport going to fare in a battle of the dollars against non-sport opportunities

Ben Heyhoe Flint, CEO, Asia Sponsorship News
<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>15.10</td>
<td>More than a Game</td>
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<tr>
<td>15.40</td>
<td>Case Study</td>
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<td>15.40</td>
<td>Coffee Break</td>
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<tr>
<td>16.10</td>
<td>Panel Discussion</td>
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<tr>
<td>16.10</td>
<td>Enhancing fan experience to maximise the potential of sports sponsorship</td>
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<tr>
<td>16.10</td>
<td>Case Study</td>
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<tr>
<td>17.00</td>
<td>Panel Discussion</td>
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<tr>
<td>17.00</td>
<td>Harnessing the only true mass market and high-reach commercial platform</td>
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</table>
## DAY 2 – 17th September 2015

### Research Blast

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9.35-9.40</td>
<td>China’s Digital Landscape: The Real Winners</td>
<td>David Hornby, Sports Business Director, Mailman Group</td>
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### Opening Interview

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<tr>
<td>9.40-10.00</td>
<td>China, coming of age</td>
<td>Fresh off the heels from broadcasting the first International Champions Cup hosted in China, LeTV Sports is looking to expand into an all-round sports media business. How is this fast growing and digitally savvy company going to evolve and support the change the landscape of China’s sports market?</td>
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<td>Hang Yu, Vice President, Sports, LeTV Sports</td>
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<td>Interviewer: Jasper Donat, CEO, Branded</td>
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### Panel Discussion

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<tbody>
<tr>
<td>10.00-11.00</td>
<td>Made for China</td>
<td>Hot rights acquisition money from China is making headlines on an almost daily basis with legitimate services scooping up rights for record amounts. Beijing was named host city for the Winter Olympiad 2022. What next for China, a World Cup? Our China experts tell us how they are changing the sports landscape.</td>
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<td>Brandon Snow, Senior Vice President, Global Marketing Partnerships, NBA China</td>
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<td>Moderated by: Jasper Donat, CEO, Branded</td>
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### Coffee Break

11.20-11.25 Coffee Break

### FOOTBALL MATTERS

Football Matters explores all the key areas of the world's most popular and wealthy sport offering a rich insight to rights holders, sponsors and broadcasters.

Football Matters is umpired by David Basheer, Presenter/Commentator/Producer, SBS Australia

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<th>Time</th>
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<tbody>
<tr>
<td>11.20-11.25</td>
<td>20 Years of FourFourTwo</td>
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### Opening Interview

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<tr>
<td>11.25-11.40</td>
<td>In conversation with Paul Parker</td>
<td>As a key member of England's 1990 World Cup squad and the Manchester United team that won the first two Premier League titles in 1992/93 &amp; 1993/94 and now a regular pundit on TV in Asia, Paul can provide a unique insight into how the football world has evolved from the player's perspective. Just how different was it being a player in his era to the high-profile world occupied by today's football mega-stars</td>
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<td>Interviewed by: David Hall, Editor In Chief, FourFourTwo</td>
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</table>
### Research Blast

**11.40 - 11.45**  
**Fans are fanatical about football in Asia**

Based on insights from YouGov’s global panel of >3 million consumers and on research carried out this month in Asia, this will be a Football Matters exclusive snapshot of what we know about football fans across the different countries in Asia - their mindset as fans, as consumers and as viewers, their brand affiliations and their outlook on the sport they love.

*Patrick Corr, Co-CEO Asia-Pacific, YouGov*

### Panel Discussion

**11.45 - 12.25**  
**A dive into the global football economy**

- Financing of club takeovers and player movements
- Money-spinning preseason tournaments in Asia
- Global sponsorship strategies of some of the biggest clubs in the world

*Tony Pignata, CEO, Sydney FC*  
*Adrian New, Managing Director Asia, Chelsea FC*  
*Jamie Reigle, Commercial Director, Manchester United*  
*Anthony Indaimo, Partner and Global Head of Corporate and Commercial, Withers LLP*  
*Patrick Murphy, CEO, Catalyst Media Group*  
*Moderated by: Andy Jackson, Global Brand Director, FourFourTwo*

### Interview

**12.25 - 12.40**  
**How Malaysian football restructured to maximise its full potential**

*Kevin Ramalingam, CEO, Football Malaysia*  
*Beatrice Lee, Managing Director, APAC, MP & Silva*  
*Interviewed by: James Dampney, Managing Editor South East Asia, FourFourTwo*

How Malaysian football restructured to maximise its full potential. In January 2015 FAM announced a 15 year, ground-breaking deal with MP&Silva. Way more than just a TV rights deal this is a long term, strategic partnership to develop all aspects of Malaysian football.

**12.40 - 13.40**  
**Lunch**

### Panel Discussion

**13.40 - 14.20**  
**Who is challenging the dominance of the Barclays Premier League in Asia, and how are they doing it?**

- Can it be done?
- Challenger brands in South East Asia: How are they going about it
- How they plan to succeed?

*Peter Leible, Chief Representative Asia Pacific, DFL Sports Enterprises*  
*Peter Draper, Marketing Director Asia, Valencia C.F*  
*PJ Roberts, Vice President, Southeast Asia, Repucom*  
*Shoto Zhu, CEO, OCEANS Sports & Entertainment Marketing*  
*Rohit D’Silva, Executive Vice-President, Sports, Asia-Pacific and Middle East, FOX International Channels*  
*Moderated by: Andy Jackson, Global Brand Director, FourFourTwo*

**WHO’S IN THE DRIVING SEAT OF THE SPORTS INDUSTRY?**

### F1 Industry Keynote

**14.20 - 14.50**  
**Interview with Renault F1 boss Cyril Abiteboul**

*Interviewed by: Anthony Indaimo, Partner and Global Head of Corporate and Commercial, Withers LLP*
### F1 Industry Keynote

| 14.50 – 15.20 | Interview with Graeme Lowdon, President & CEO, Manor F1 and Paul Hembery, Motorsport Director, Pirelli
|               | Interviewed by: Peter Windsor, F1 Journalist |

### Case Study

| 15.20 – 15.35 | Utilizing network connectivity to enhance sport performance: the BT case study
|               | How is BT utilizing its business capabilities to enhance the performance of Williams F1?  
|               | Assessing the competitive advantage of the BT-Williams joint venture  
|               | Determining the business case of supporting Williams  
|               | Seb Hills, Head of Strategy, Asia, Middle East and Africa, BT |

### Closing Interview

| 15.35 – 16.05 | Interview with Andrew Georgiou, CEO, World Sport Group
|               | A global view of the Asian sports industry of the future |

### End of Sports Matters 2015