

MEDIA RELEASE



ALL THAT MATTERS IN MUSIC AND DIGITAL ENTERTAINMENT RETURNS TO SINGAPORE

Highlights

- *The return of Digital and Music Matters*
- *Over 50 bands from Singapore and around the world to rock the city at Music Matters Live*
- *Premiere of the inaugural Gaming Matters Workshop*
- *Troy Carter, famed manager for Lady Gaga, to form part of stellar speaker line-up at Music Matters*

Singapore, 17 April 2012 – Branded Ltd. today announced the return of Asia’s most anticipated global conference dedicated to the business of digital and live entertainment – Digital and Music Matters. Taking place in Singapore from 22nd to 26th May, the conference will play host to thousands of global entertainment digerati and music A-listers, showcasing the global online entertainment and music industry, with a focus on the Asian region.

Held at The Ritz-Carlton, Millenia Singapore, the conference will also premiere the inaugural “Gaming Matters, produced with GameSpot” workshop and will conclude with the live music festival, Music Matters Live held at Clarke Quay, which will be streamed live for the first time to a global audience via Official Festival Broadcast Partner, YouTube.

Now in its seventh year, Music Matters, the pioneer music industry event in the Asia Pacific, will feature a stellar list of speakers in the global music industry, including CEO and Founder of Atom Factory, Troy Carter, famed artist manager of Lady Gaga. Troy is a master at leveraging on all things related to digital media and has been instrumental in deploying radical new marketing techniques to grow the Gaga machine into a global media and entertainment powerhouse.

Music Matters 2012 will feature topics including a showcase of mega brands who use music to strengthen their reach including Coca-Cola, Nokia, Bacardi and Budweiser; what it takes to launch digital services in Asia; issues in music publishing and examining the key factors in running successful music festivals. The programme will also focus on key Asian music markets such as Japan, China, Korea, Singapore and India.

Top speakers at Music Matters include:

- **Troy Carter**, Manager, **Lady Gaga** and CEO and Founder, **Atom Factory**
- **Bob Ezrin**, **Legendary Music and Entertainment Producer**
- **Andrew Hipsley**, Senior Vice President and Chief Brand Officer, Asia Pacific Middle East and Africa, **McDonald's Corporation**
- **John Meglen**, President and Co-CEO, **Concerts West/AEG Live**
- **Bob Lefsetz**, Author, **The Lefsetz Letter**
- **Michael Paull**, Executive Vice President, Global Digital Business, **Sony Music Entertainment**
- **Stephen Bryan**, Executive Vice President of Digital Strategy and Business Development, Recorded Music, **Warner Music Group**
- **Shridhar Subramaniam**, President, **Sony Music India and Middle East**

Mentoring sessions will also take place concurrently with Music Matters, providing participating artistes with the opportunity to network and learn from the industry's A-listers such as managers, publishers and industry professionals, encouraging discussion and creative collaboration and bringing Singapore to the forefront of Asia's dynamic music landscape.

Back for the second year and held in association with Asia's leading multi-channel industry association, CASBAA, Digital Matters is the conference that addresses the critical issues of content monetisation and production in the digital age. Digital Matters 2012 promises to cover a range of topical and informative panels in the digital space that includes: how to create social media success; opportunities for the entertainment industry to diversify into gaming; financing options for the entertainment industry; developments in mobiles;

monetising Over The Top (OTT); connected devices; innovations in digital advertising and more.

Key speakers at Digital Matters include:

- **Chris Maxcy**, Global Head of Music, Games and Platforms, **YouTube**
- **Tod Machover**, Professor of Music & Media, **MIT Media Lab**
- **Erik Johnson**, Vice President, Asia Pacific, **Facebook**
- **Brian Taptich**, Vice President of International Development, **Zynga**
- **Cindy Gallop**, Founder and CEO, IfWeRanTheWorld.com
- **Thomas Crampton**, Asia Pacific Director, **Social@Ogilvy**
- **David Ulmer**, Managing Director, New Growth Platforms, **SingTel**
- **Joe Nguyen**, Vice President for Southeast Asia and India, **comScore**

The latest addition to the conference is the inaugural “Gaming Matters” workshop produced with GameSpot. The workshop will offer a high level introduction into the gaming industry and will bring some of the most influential industry leaders in the gaming world to share insights and to illustrate the path to running successful gamification models.

Topics at Gaming Matters include:

- How traditional publishers are finally trying to move into this space
- Players mindsets behind purchases in a virtual space and an insight into the do’s and don’ts of tackling the big social platforms

Digital Matters will also see the introduction of the Adobe Digital Publishing Matters Workshop held in association with The Society of Publishers in Asia (SOPA), which will provide insights on the changes to the publishing industry as it undergoes a digital transformation. The workshop shows participants how leading publishing houses are paving the road towards monetising online content.

Dubbed as Asia’s celebration of ‘live’ music, Music Matters Live features emerging and established bands from Asia and around the world. Music Matters Live, in partnership with

YouTube, Facebook and CapitalLand, aims to bring together local and international bands to Singapore, to gain new fans and be discovered. Together with some of Singapore's best loved and home-grown talents, the dynamic line-up of almost 50 bands hail from the US, UK, Australia, New Zealand, Canada, Taiwan, Indonesia, Korea and more.

With the support from Official Festival Broadcast Partner, YouTube, the festival held at Clarke Quay over three nights will be streamed 'live' to a global audience for the first time. Music Matters Live will rock audiences from 24th to 26th May at several venues in and around Clarke Quay with the main stage at the Central Fountain Square.

Acts for Music Matters Live 2012 include:

- Drunken Tiger (Korea) – One of Korea's biggest hip-hop names and will feature a part of an exclusive Korean showcase titled, *The Korean Night* presented by Korean Creative Content Agency (KOCCA)
- Midnight Youth (New Zealand)
- Minor Soul (Hong Kong)
- 9 Maps (Hong Kong)
- This Sanctuary (Australia)
- BTOB (Korea)
- Fire Ex. (Taiwan)
- Aftermiles (Indonesia)
- Gary Nock (UK)
- The Auditory Effect (Singapore)

There will also be additional showcases on top of *The Korean Night*, which will feature bands from Australia, Canada and more.

"Digital and Music Matters 2012 is the event that matters for anyone involved in the digital entertainment, media, technology and music business. We have an extremely high-profile list of speakers covering all that matters in the music and digital entertainment industries. With Gaming Matters we have broadened our flagship events, making the conference the

one-stop access point for all to gain insight into the industry”, said Jasper Donat, Co-Founder of Branded Ltd and President of Digital and Music Matters.

He added, “We are also bringing the music to a global audience with our partnership with YouTube for Music Matters Live promoting bands which have been carefully selected from the hundreds of applications received from the world over.”

Digital and Music Matters 2012 is proudly supported by the Singapore Tourism Board, Media Development Authority of Singapore, and Infocomm Development Authority of Singapore. Other key sponsors on board for 2012 are; Adobe, Google/ YouTube, KOCCA, Getty Images, Nokia, The Orchard, SingTel, Singapore Grand Prix, Gracenote, Omnifone, MPAJ, Akamai, Movidio, Haldanes and AsiaWorld-Expo.

For more information on the conferences and the music festival, visit

www.allthatmatters.asia.

About Branded Ltd.

Branded Ltd. is the organiser of Digital and Music Matters and Music Matters Live. Branded is a leading Asian media and entertainment brand marketing agency. Branded has successfully partnered brands with a number of the world’s leading entertainment attractions including: Walking with Dinosaurs, the Rolling Stones, Coco Lee, Black Eyed Peas, Jamie Cullum, We Will Rock You, James Blunt, ARTHK, Chicago the Musical and even Barney the Dinosaur.

Branded also has unique experience in the media and technology space having been the exclusive sales agent for the CASBAA Convention since 2003. Branded also created the MediaWorks event in partnership with Haymarket (the publishers of *Campaign*).

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore’s key service sectors. Known for partnership, innovation and excellence, the Board champions tourism and builds it into a key economic driver for Singapore. STB aims to differentiate and market Singapore as a must-visit destination offering enriching experiences through the "YourSingapore" brand. For more information, please visit www.stb.gov.sg.

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