



SOPA MEDIA INSIDERS SERIES

Multimedia Challenge: The ROI Of Online Video

A luncheon panel discussion comparing the investments and returns publishers expect from online video, and the rationale behind different strategies they are pursuing.

- *How quickly are newspapers and magazines in Asia developing online video capabilities, and why?*
- *How can publishers tap into online video advertising, and what are the challenges they face?*
- *What different content approaches are publishers taking in Asia, and why?*
- *How is the competitive landscape for digital media changing, and how does this influence online video strategies going forward?*

Date:	October 25 th , 2012 (Thursday)
Time:	12:00pm – 2:30pm
Venue:	Foreign Correspondents' Club, 2 Lower Albert Road, Central, Hong Kong

Interested parties please fill in the registration form below and return to SOPA Secretariat by **fax** ((852)3589-9779) or by **email** (mail@sopasia.com) on or before **22nd October, 2012 (Monday 6pm)**.

SOPA members enjoy 10% discount!

Moderator Bio



Mike Savage
Editor,
The Asia Media Journal

Mike Savage has been writing about media and marketing for 15 years, including more than eight years focused on the Asia-Pacific region. He is currently employed as VP of Content, and Editor of The Asia Media Journal, published by Media Partners Asia (www.media-partners-asia.com), the leading independent provider of information services for the advertising, media and telecommunications industries across Asia Pacific.

Before joining Media Partners Asia, Mike worked with Media, a magazine covering marketing and communications in Asia-Pacific, now rebranded as Campaign Asia; and Research magazine, the primary trade publication for the global market research industry.

Panel Participants Bio



Kevin Huang
CEO, Pixel Media

Kevin is the Chief Executive Officer and a co-founder of Pixel Media Group of companies. He is responsible for the formulation of the overall corporate direction and business strategy of the Group, overseeing the Group's performance.

In 2002, he led the management buyout of DoubleClick Media Hong Kong to establish Pixel Media. Prior to establishing Pixel Media, Mr. Huang served as the Director of Advertising Sales and Network Development of DoubleClick Media in Hong Kong and Malaysia. Before joining DoubleClick, he also held various sales positions at 247 Media Asia, Chinadotcom and NSTP Interactive (Malaysia).

Mr. Huang is dedicated to promoting the development of interactive advertising in Hong Kong and Asia. He is a board advisor, founding Vice Chairman and founding member of the HK Association of Interactive Marketing.



Tan Rahman
Head of Digital OMD Hong Kong
Digital/ Mobile Strategist & Leader

Tan is a highly experienced Internet and Mobile industry veteran with nearly 20 years in regional leadership roles within Asia. He has a broad spectrum of experience from being an early pioneer of the Asian Internet industry working with chinadotcom through over a decade of consulting for and defining the online strategies for many leading organisations.

Tan is currently the Head of Digital at OMD, a media agency within the Omnicom Media Group. Prior to this, he was the VP Asia Pacific for The Hyperfactory, a leading mobile marketing firm, with business development and Asia region expansion responsibilities.



Ivy Wong
Chief Executive Officer
Next Mobile Limited

Over a fifteen year period in media industry, first in a role as Asia's Senior Director of Global Sales at Yahoo!, then COO of TVB.com, and now CEO of Next Mobile Limited, Ivy Wong has led two media brands into the number one website position in Hong Kong.

Ivy Wong was appointed Chief Executive Officer of Next Mobile Limited in September 2011. Parent company Next Media Group is Hong Kong's largest publicly listed Chinese-language print media company, publishes 12 newspapers and magazines in Hong Kong and Taiwan.

Before Next Media, Ivy was Chief Operating Officer of TVB.com Limited since November 2007. Before TVB.com, Ivy spent more than 8 years with Yahoo! Inc. as the Head of Media Sales of Yahoo! Hong Kong.



Wang Feng
Online Editor
South China Morning Post

Wang Feng joined South China Morning Post as their Online Editor in April this year, where he oversees the newly launched SCMP.com and dedicated digital news team.

Prior to this, he held the post of Editor for Reuters Chinese New Service in Beijing and Consumer Media Editor for Reuters, where he was responsible for building their news site in 2007.

He holds a Master's degree in Journalism from University of California, Berkeley and an undergraduate degree in English from Peking University.

REGISTRATION FORM

SOPA MEDIA INSIDERS SERIES:

Please fill in the registration form below and email to mail@sopasia.com.

For enquiries, please call SOPA Secretariat (852) 3589 9778. **Book before 22nd October, 2012 (Monday 6pm).**

SOPA members' priority registration dates: September 26, Wednesday – October 5, Friday

Open registration dates: October 8, Monday – October 19, Friday

Date : Oct 25, 2012 (Thursday)

Time: 12:00pm – 2:30pm

- Venue opens at 12:00pm for registration and networking
- Lunch begins at 12:30pm
- Event starts at 1:00pm

Venue: Main Dining Room, Foreign Correspondents' Club (2 Lower Albert Road, Central, Hong Kong)

We would like to reserve _____ seats

@ SOPA Members HK\$480

@ Non-Members HK\$530

Total: HK\$ _____

Name of Company:		
Address:		
Contact Person/Job Title:		
Tel:	Fax:	Email:

Name of Guest:**	Company Name/Job Title:	Email:

*Cheque should be made payable to "The Society of Publishers In Asia Ltd", and must reach SOPA Secretariat no later than **Oct 22, 2012 (Monday)**.

(Address: 8/F, Win Century Centre, 2A Mong Kok Road, Mong Kok, Kowloon, Hong Kong)

**Any vegetarian request, please note on the registration form

**Please note no cancellations, or refunds will be accepted at any time after registration of reserving the seats. No shows will be charged.*

Event Organizer:



www.sopasia.com

Organized in cooperation with



www.media-partners-asia.com