# 2015 NAB GIX Conference Agenda

**DRIVING INNOVATION IN THE GLOBAL MEDIA AND ENTERTAINMENT INDUSTRY**

### 2015.12.03 (Thursday)

**Day One: The Future Trend and Convergence Development of Global Trans-Media Industry**

**Main Auditorium-Moderator: Saleha Williams**

<table>
<thead>
<tr>
<th>Time</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-09:30</td>
<td>Registration</td>
</tr>
<tr>
<td>09:30-09:50</td>
<td>Chinese Government Official Opening Remarks</td>
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<td>Ministry of Culture</td>
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<td>Publicity Department of Shanghai Municipal Committee</td>
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<tr>
<td>09:50-10:20</td>
<td>Keynote: The Future and Prediction of Global Broadcasting Industry</td>
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<td></td>
<td>Speaker: Gordon Smith, National Association of Broadcasters President and CEO</td>
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<td>10:20-10:50</td>
<td>Keynote: The Strategic Planning of the Scientific Development of Broadcasting Industry for the Thirteenth Five Year Plan</td>
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<td>Speaker: Suchuan Sun, Deputy Director—General of Science Division of State Administration of Radio, Film and Television (SARFT)</td>
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<tr>
<td>10:50-11:05</td>
<td>Tea Break, Product Demonstration, and Networking</td>
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<td>11:05-11:35</td>
<td>Keynote: From Broadcast Television to Medianet Service</td>
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<td>Speaker: Prof. Wenjun Zhang, Shanghai Jiao Tong University Collaborative Medianet Innovation Center</td>
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<td>11:35-12:00</td>
<td>Keynote: Shanghai Media Group’s All Media Transition under Internet Eco-System</td>
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<td>Speaker: Jianqiang Wang, Chief Technology Officer of Shanghai Media Group</td>
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<td>12:00-12:20</td>
<td>Keynote: Sony Comprehensive Solutions for Future Supreme Quality Professional Contents Creation</td>
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<td>Speaker: Moriharu Ide, President of Professional Solutions China, Sony (China) Ltd</td>
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<td>12:20-13:00</td>
<td>Panel Discussion: How Broadcasting Leads the Innovative Development of Internet Based Media</td>
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<td>Moderator: Saleha Williams</td>
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<td>Participants: Bo Wang, Director of Technical Operation Center at Shanghai Media Group / Martyn Suker, Director of Production Innovation, iTV / Kevin Sanford, President of Clair Broadcast U.S.A. / Andrea Berry, Senior Vice President of Broadcast Media</td>
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<td>13:00-14:30</td>
<td>Lunch, Product Demonstration and Networking</td>
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<td>Topics</td>
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| 14:30-14:50 | **Topic:** Future and Prediction of the Development of Broadcast+ Ecosystem  
 **Speaker:** Jiuping Liu, General Manager of Oriental Cable Network Co. Ltd. | 14:30-14:50 | **Topic:** Media Display Trends for Experiential Environments  
 **Speaker:** Ken Wheatly, Director, Business Development, Enterprise and Solutions Asia Pacific, Christie Digital |
| 14:50-15:30 | **Topic:** Global Innovations in Sports  
 **Speaker:** Andrea Berry, Senior Vice President of Broadcast Media Services Fox Networks LA / Christina Mixon, Director of Fan Engagement at The NBA (the National Basketball Association) / Matthew Kwonk, Senior Producer, ESPN Monday Night Football / President of Kwokman Productions  
 **Topic:** Media Transformation to New Media under "Internet+” Background  
 **Speaker:** Zhiyan Shi, Vice President of Shanghai Oriental Pearl New Media Co. Ltd. | 15:30-15:50 | **Topic:** 4G Mobile Video and Media Innovation  
 **Speaker:** Bin Wang, General Manager of Migu Video Technology Co., Ltd. & President of Shanghai Network  
 **Topic:** V.R Here  
 **Speaker:** Xiaojie Huang, CEO at Beijing Baofeng Mojing Co., LTD. |
| 15:30-15:50 | **Topic:** 4G Mobile Video and Media Innovation  
 **Speaker:** Bin Wang, General Manager of Migu Video Technology Co., Ltd. & President of Shanghai Network  
 **Topic:** V.R Here  
 **Speaker:** Xiaojie Huang, CEO at Beijing Baofeng Mojing Co., LTD. | 15:30-15:50 | **Topic:** V.R Here  
 **Speaker:** Xiaojie Huang, CEO at Beijing Baofeng Mojing Co., LTD. |
| 15:50-16:20 | Tea Break, Product Demonstration, and Networking | 15:50-16:20 | Tea Break, Product Demonstration, and Networking |
| 16:20-16:50 | **Topic:** Integrating Internet Media & Culture Innovation on a Global Scale  
 **Speaker:** Caroline Frost, Entertainment Editor of Huffington Post | 16:20-16:40 | **Topic:** The Innovation Age of Media Differentiation  
 **Speaker:** Xianheng Jiang, Vice President of Shanghai PPTV Media Tech. Co. Ltd. |
| 16:50-17:10 | **Topic:** Innovation in Paid Online Video Business will Change the Dynamics of the Video Industry in Next 5 Years  
 **Speaker:** Xianghua Yang, Senior Vice President of iQIYI.com | 16:40-17:00 | **Topic:** The 4th Telecom Operator of China :Global Cross-media Innovation in Telecom and Media  
 **Speaker:** Lorry Zhou, General Manager of Beijing Hiveview Technology Co., Ltd and Damai Technology Co., Ltd. |
| 17:10-18:00 | 2016 NAB Show Global Innovation Exchange: Shanghai Press Release & GIX Cocktail Party |
## 2015 NAB GIX Conference Agenda

### DRIVING INNOVATION IN THE GLOBAL MEDIA AND ENTERTAINMENT INDUSTRY

**2015.12.04 (Friday)**

**Day Two: Global Internet+ Drives Innovations in Trans-Media Market and Case Sharing**

**Main Auditorium-Moderator:** Saleha Williams

<table>
<thead>
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<th>Time</th>
<th>Topics</th>
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| 09:30-09:40 | Government Official Remarks  
Wei Wang, Deputy Director of Shanghai Culture, Radio, Film and TV Administration Bureau |
| 09:40-10:10 | Keynote: Case Sharing at Newspaper Industry in the Trans-Media Age  
Speaker: Yunfei Gao, General Manager of Shanghai United Media Group |
| 10:10-10:50 | Keynote: Technology Advancements Driving Innovation in the Broadcasting Business/Smart Culture  
Speaker: Sam Matheny, Chief Technical Officer of National Association of Broadcasters |
| 10:50-11:30 | Keynote: How to Drive Content Innovation by Using its Own Broadcasting System and OTT Channels  
Speaker: Martyn Suker, Director of Production Innovation, iTV |
| 11:30-11:50 | Tea Break, Product Demonstration, and Networking |
| 11:50-12:30 | Keynote: Driving Innovation in Live Entertainment and Broadcasting  
Speaker: Kevin Sanford, President of Clair Broadcast U.S.A |
| 12:30-13:00 | Keynote: Examining Innovation in the Global Digital Consumer space, including digital media, broadband and digital TV devices and technologies.  
Speaker: David Mercer, Vice President & Principal Analyst of Strategy Analytics |
| 13:00-14:00 | Lunch, Product Demonstration and Networking |
| 14:00-14:45 | Keynote: Development and Trends of Global Film Industry  
Speaker: Raman Hui, Film Director of Monster Hunt/Dreamworks Hollywood Animation Veteran |
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<td>14:45-15:15</td>
<td><strong>Topic: Next Generation Cinematic Film</strong>&lt;br&gt;Speaker: Jim Chabin, President&lt;br&gt;Advanced Imaging Society /Markus Lanzinger/Simon Craddock, CEO, Onsight London&lt;br&gt;Moderator: Saleha Williams</td>
<td>14:45-15:15</td>
<td><strong>Topic: Family Entertainment under Internet+ Background</strong>&lt;br&gt;Speaker: Huaiyu Li, CEO of Whaley Technology Co., Ltd &amp; Managing Director at China Media Capital</td>
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<td>15:15-15:35</td>
<td><strong>Topic: Relaunch of Classic IP</strong>&lt;br&gt;Speaker: Jianping Qian, General Manager at Shanghai Animation Film Studio</td>
<td>15:15-15:45</td>
<td><strong>Topic: Global Business Models &amp; M&amp;E Investment Innovation</strong>&lt;br&gt;Speaker: Paul Jackson, Principal Analyst of Ovum UK</td>
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<td>15:35-16:05</td>
<td><strong>Topic: The Role of Sound in Motion Pictures</strong>&lt;br&gt;Speaker: Michael Minkler, Leading Digital Oscar Audio Winner</td>
<td>15:45-16:15</td>
<td><strong>Topic: New Opportunity for Culture Device Industry Development under China (Shanghai) Free Trade Zone Framework</strong>&lt;br&gt;Speaker: Yibiao Ren, General Manager of National Base for International Culture Trade (Shanghai)</td>
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<td>16:05-16:35</td>
<td><strong>Tea Break, Product Demonstration, and Networking</strong></td>
<td>16:15-16:45</td>
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<td>16:35-16:55</td>
<td><strong>Topic: The Strategy of IP Based Integration in the Multiscreen Age.</strong>&lt;br&gt;Speaker: Managing Director of New Media Group, and Shanghai Broadcasting &amp; Television Producers Association Mr Zhenhua Yang</td>
<td>16:45-17:15</td>
<td><strong>Topic: The Innovation and Investment Opportunity in China Media Market</strong>&lt;br&gt;Speaker: Zhonghong Fu, Partner of Fortune Capital Partner</td>
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<td>16:55-17:15</td>
<td><strong>Topic: Kung Fu Panda, China’s Hollywood Dream</strong>&lt;br&gt;Speaker: James Fong, CEO of Oriental DreamWorks</td>
<td>17:15-17:45</td>
<td><strong>Topic: Media Technology Drives Innovation in Investment</strong>&lt;br&gt;Speaker: Yuehua Wang, Partner of Draper Fisher Jurvetson</td>
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<td>17:15-17:45</td>
<td><strong>Panel Discussion: Unleashed: Big Plans for All Screens</strong>&lt;br&gt;Moderator: Saleha Williams&lt;br&gt;Participants: Raman Hui, Jim Chabin, Markus Lanzinger, Simon Craddock, Zhenhua Yang, James Fong</td>
<td>17:45-18:30</td>
<td><strong>Closing Remarks at Auditorium Room and Show Ends</strong></td>
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Gordon H. Smith joined the National Association of Broadcasters as president and CEO in November 2009. Prior to joining NAB, he served as a two-term U.S. senator from Oregon and later as senior advisor in the Washington offices of Covington & Burling, LLP.

During his tenure in the U.S. Senate, Gordon's committee assignments included the Senate Commerce, Science and Transportation Committee, the panel that oversees all broadcast-related legislation. He also served on the Senate Energy and Natural Resources Committee, the Senate Finance Committee and the Senate Foreign Relations Committee. Gordon's role on the Commerce Committee and as chairman of a Senate High Tech Task Force helped foster his interest in new media and new technology issues.

Gordon and his wife Sharon live in Bethesda, Md., and are the parents of three children and two grandchildren.
山姆·马沙尼是 NAB 创新实验室的负责人。NAB 创新实验室为全球广电领域的从业人员提供了一个创新平台，并帮助建立美国 ATSC3.0 下一代电视标准，同时孵化能引领未来行业发展的新项目。

山姆·马沙尼在业内被公认为是移动、宽带以及社交媒体方面的数字技术战略专家。

Sam Matheny is Executive Vice President and Chief Technology Officer at the National Association of Broadcasters. With over 20 years of experience in the broadcast and data networking industries, including earning a patent for inventing mobile and interactive DTV technologies, Sam leads NAB’s technology team in its efforts to promote innovation and propel broadcast technology into the future. He also provides overall leadership for NAB Labs activities, including the TV, Radio, and Digital Technology Committees.

He is a member of the board of directors for the Advanced Television Systems Committee (ATSC), where he previously served as Chairman of the specialist group on the next generation of digital television. He is also a member of the FCC Communications Security, Reliability and Interoperability Council (CSRIC), a member of the Academy of Digital Television Pioneers, and he serves on the advisory board of StepLeader Corporation, a mobile applications and advertising company he co-founded in 2005.
吉姆·查斌
国际高端影像学会（AIS）主席
Jim Chabin
President, Advanced Imaging Society (AIS)

国际高端影像学会的发起者是诸多享有盛名的企业，其中包括华特迪士尼动画工作室、梦工厂动画、索尼、派拉蒙、I M A X 、杜比、松下、Masterimage 等。学会汇聚了一大批新兴且前沿的内容创新型专业人员，他们充分利用市场上最尖端技术，包括 HDR，虚拟现实，HFR，以及 4K 等来创造具有吸引力的文化内容。

吉姆查斌经常在演讲与案例分享。例如《泰坦尼克号》3D 技术制作的过程，《星球大战》的 3D 制作技术，《地心引力》的制作经验与 3D 研发成果，并经常就跨界融合与全球业内同仁分享 3D 电影、3D 电视、3D 游戏、虚拟现实等行业如何在新兴科技、3D 技术的推动下跨界创新融合发展。作为一个身经百战的传媒人，他也将在此次峰会上分享 4K、HDR、HFR、VR 等前沿科技带给全球电影行业的变革。

At the request of Hollywood studio stakeholders in 2009, Jim was asked to form the Advanced Imaging Society to advance the arts and sciences of 3D and other advanced imaging technologies.

Jim has served as President of The Academy of Television Arts and Sciences, President of Promax/BDA, Head of Promotions for E! Entertainment Television, Head of West Coast Marketing for the CBS Television Stations, as a sales executive for KCBS-TV in Los Angeles and as President / General Manager of radio stations KISS AM-FM in the San Francisco Bay Area of California.

In his capacities, over the last seven years, Chabin has logged over one million air miles to host, market, or executive produce more than 100 events in a global scale. In 2005, Chabin led efforts which resulted in being approved by the Chinese government to hold the first Marketing Conference ever for Chinese Television Professionals in Chengdu.
Kevin Sanford is an Emmy Award-nominated entertainment veteran with 25+ years of experience working as a technology entrepreneur, executive and producer in the television industry. Born and raised in Hollywood, CA, his father is thirteen time Emmy Award-winning video engineer Mark Sanford.

Mr Sanford is President of Clair Broadcast leading the company’s efforts in wireless communication, video, production, internet, web streaming and advanced intercom technology. He has established a notable career through the founding of prominent live sound companies such as Wireless First and GTO Live, specializing in wireless microphones and back-line for live television shows (MTV Video Music Awards, GRAMMY Awards and Country Music Awards, to name a few).
迈克尔·明克勒，美国知名电影混录师，其作品《梦女孩》、《芝加哥》、《黑鹰坠落》曾获奥斯卡金像奖，其他知名作品包括电影《无耻混蛋》、《刺杀肯尼迪》、《星球大战》以及电视剧《太平洋》、《约翰·亚当斯》等。

迄今，迈克尔·明克勒已获11次奥斯卡奖提名（其中3次获奖），6次英国电影学院奖提名（其中3次获奖），8次美国电影音效学会提名（其中2次获奖），1次电影音效剪辑奖，2次艾美奖提名以及3次卫星奖提名（其中2次获奖）。

在1981年的时候，明克勒先生是电影音效学会主席。2006年，第42届CAS颁奖晚会在洛杉矶比特摩尔千禧酒店举行，明克勒先生被电影音效学会授予事业成就奖。

Michael Minkler is a Motion Picture Sound Re-Recording Mixer. He has received Academy Awards for his work on Dreamgirls, Chicago and Black Hawk Down. His varied career has also included films like Inglourious Basterds, JFK and Star Wars, as well television programs like The Pacific and John Adams.

Michael Minkler has been nominated for 11 Academy Awards (3 wins), six BAFTA Awards (three wins), eight Cinema Audio Society Awards (2 wins), one Motion Picture Sound Editors Awards (1 win), two Emmy Award and three Satellite Awards (2 wins).

In 2006, Minkler received the Cinema Audio Society’s Career Achievement Award at the 42nd annual CAS Awards Banquet. The event took place at the Millennium-Biltmore in Los Angeles. He was the president of the Cinema Audio Society in 1981.
井手司治
索尼（中国）有限公司
索尼中国专业系统集团 总裁

Moriharu Ide
President of Professional Solutions China
Sony (China) Limited

井手司治（Moriharu Ide），现任索尼（中国）有限公司索尼中国专业系统集团总裁。自1991年12月加入索尼集团，并于2005年正式加入索尼（中国）有限公司，现任索尼中国专业系统集团总裁，全面管理从研发、市场、销售、售后、系统集成、培训、金融租赁等新业务拓展等多业务平台，涵盖广电、投影显示、安防、医疗、数字电影等全部专业业务线。

现今，专业影视制作领域面临着前所未有的挑战和机遇，索尼公司的创新科技将使观众可以有更好的浸入式体验，不仅是超高清分辨率，更有高动态范围和宽色域的全面提升。同时更多通过技术改革，辅助专业影视行业者不断改善制作效率。高质量的视频技术应用同样在医疗、安防监控、娱乐仿真显示等诸多领域得到拓展。本次演讲正是围绕上述内容，并以《未来专业高质量影视制作的全面解决方案》为主题进行展开。

Moriharu Ide is currently the president of Professional Solutions China, Sony (China) Limited. From December of 1991 when Moriharu Ide joined Sony Group to 2005 he officially joined Sony (China) Limited, and up to now when he serves as the president of Sony China Professional Solutions Group, he has run general management of multiple platforms by developing and expanding new services such as R&D, marketing, sales, after-sales service, system integration, training, financial leasing, etc., which covers all professional business lines including contents creation business, projection display, video security, medical instrument, digital cinema and so on.

Nowadays, as the broadcasting industry is facing unprecedented challenges and opportunities, Sony’s innovative technology will offer audience better immersive experience by virtue of not only ultra HD resolution but also overall improvement of high dynamic range (HDR) and wide color gamut. At the same time, Sony is devoted to assist professional video producers with continuous improvement of production efficiency by relying on technology revolution more strongly. By utilizing Sony’s technical advantage in broadcasting and contents creation domain, such techniques are also widely used in many other industries such as medical treatment, video security, video entertainment & video simulation. In Mr. Ide’s presentation, above contents will be touched upon and the presentation will be delivered on the theme of “Comprehensive Solutions for Future Supreme Quality Professional Contents Creation”.
Director Raman Hui and his 2015 hit 'Monster Hunt' have achieved a remarkable record. 'Monster Hunt' is now the biggest Movie in Chinese box office history, recently surpassing 'Furious 7' for that record. A veteran of Dreamworks Animation in Hollywood, Hui's work can also be seen in a string of worldwide hits including 'Kung Fu Panda', 'Shrek', 'Puss in Boots' and 'Antz'.

A native of Hong Kong, Raman will join us to share his experiences in creating the biggest movie hit in Chinese history, and where successful filmmakers should be focused in 2016.
Broadcast Media Consultant, Andrea Berry, served as the Senior Vice President of Broadcast Media Services for the FOX Networks’ Engineering and Operations (Fox NE&O) organization. She managed all aspects of Digital Media Management for FOX, the FOX Sports Media Group and the FOX Networks Group. Ms. Berry’s responsibilities included managing the migration of the Fox NE&O facilities in Los Angeles from a traditional video-tape based environment to digital file based systems, where Fox clients were able to ingest, track, store and catalog media for internal groups, as well as supporting peripheral businesses that re-purposed content for various digital media platforms.

Prior to that, for eight years, Ms. Berry served as Senior Vice President, Broadcast Operations, at FOX. In that role, she managed all broadcast operations and transmission that supported the broadcast network and all of its cable entities. Her team was instrumental in the launch of many new cable and broadcast networks. Additionally, Ms. Berry managed the broadcast and cable disaster recovery efforts for Fox NE&O’s technical operations facilities.

安德里亚·贝瑞
福克斯娱乐公司 高级副总裁
Andrea Berry
Senior Vice President
Broadcast Media Services
Fox Networks LA
克里斯汀·米克森管理着 NBA 在全球领域的体育赛事项目，并管理着 NBA 全球的粉丝。她帮助 NBA 以及其运动团队利用粉丝管理系统为粉丝带来沉浸式及独特的 NBA 粉丝体验。她为 NABTV 以及 24 小时联赛网络创造和设计过不同类型的宣传图片，她也为各类 NAB 活动开发高端的显示系统，例如 NBA 全明星赛事、NBA 选秀，NAB 欧洲现场秀以及 NAB 中国赛事。在为 NAB 工作之前，克里斯汀曾经是 ESPN 的制片人，制作了各种类型的体育赛事，例如 ESPN 摩托赛事，花样滑冰，高山滑雪及其他田径项目。

Christina Mixon manages the NBA (National Basketball America) fan engagement program worldwide-assisting the NBA and sports team broadcasters to utilize fan engagement and deliver a truly immersive NBA fan experience. She produces and creates the graphics to support NBATV, the leagues 24 hour network and develops advanced display systems for all NBA’s major events including the NBA All Star Game, NBA Draft, NBA Europe Live and NBA China Games. Previously Christina worked a producer for ESPN productions including ESPN motorsports, Figure Skating, Alpine Skiing and Track and Field events.
As the senior producer for ESPN Monday Night Football, Matthew has one of the most demanding jobs in the sports broadcast industry. From technical consultant to executive producer, he has a range of experience that spans the digital media industry. Given the opportunity to control both technical operations and creative content of a small sports league in Asia, Matthew and the team at Kwokman Productions were able to fully display their ability as a creative boutique. As the president of Kwokman Productions, Matthew helps its clients develop and execute media and broadcast plans to help further reach their audience.

马修·匡克
ESPN 周一晚美式足球 高级制片人
Matthew Kwonk
Senior Producer, ESPN Monday Night Football
President of Kwokman Productions

作为 ESPN《每周一晚美式足球》的高级制片人，马修从事着运动播报行业强度最大的一份工作。从一名技术顾问到监制，他在数字媒体行业有着非常丰富的经验。由于有机会能够同时掌控亚洲一个小职业运动联盟的技术运营方面与创意内容方面的两项工作，马修与他匡克制片的团队充分展现了他们的创意才能。作为匡克制片公司的总裁，马修帮助他的客户制作了各类的媒体与广电推广计划，从而让他客户的作品能够被更多的观众看到与听到。
Caroline Frost has been the Entertainment Editor of The Huffington Post UK since its launch in 2011. The Huffington Post UK is a unique opinion site covering news, entertainment, technology and lifestyle, offering an original mix of journalism, sharable content and videos, it is read by millions and has over 10,000 bloggers.

Caroline Masters Degree in Applied Ethics and Global Justice, and is now working on a Ph.D. about bringing politics to screen.
Martyn Suker
Director of Production Innovation ITV

Martyn has an unrivalled breadth and depth of understanding in programme making, media business and production processes and the application of technologies that support them and is current the Director of Production Innovation at ITV.

As an ex-Director/Producer he has extensive hands on experience in the broadcast industry, having produced and directed a range of TV programmes for BBC, ITV Anglia, Meridian, Granada, Cable and Satellite television and many Corporate / Independent companies he his roles BBC Television: Studio Cameraman, Vision Mixer, Director, Producer. Martyn has extensive international experience, has consulted up to board level in the Middle East, South America, Singapore, South Africa and created TV programmes in USA, Canada, Kenya, Ghana, Zimbabwe, Ecuador, Costa Rica, the Bahamas, France, Jordan and the UK.

Martyn has led business & production transformation and change management projects and is an experienced, effective and highly motivated person who is passionate about the media industry. He is also an Accredited MSP Practitioner and a Six Sigma Green Belt.
Paul Jackson is a Principal Analyst with Ovum, with a key focus on global media ecosystems and associated consumer technology. In his role, Paul covers the evolving media landscape, operator world, and connected technology as companies try to build future business models in a changing world. He is a seasoned speaker at international conferences, as well as a regular press commentator.

Paul joined Informa in early 2013 as a Principal Analyst. Prior to that, he ran his own small independent analyst house (AardvarkA Research Ltd). This came on the back of two years working for Microsoft as a senior manager responsible for market insight. Prior to this, Paul spent almost a decade at Forrester Research as a Principal Analyst covering consumer technology and media. He’s also worked for an advertising agency (HHCL) as a ‘Digital Guru’ / Planner and worked as a Management Consultant for both Deloitte Consulting and Logica.
David Mercer is one of the industry's most experienced analysts focusing on convergence in media technologies and its impact on consumers, and heads Strategy Analytics' global digital consumer research team. During more than 25 years of analysis and consulting within the consumer technology and media industries he has worked with many leading global players across the value chain. He is widely recognised as delivering thought leadership on emerging television, video and games businesses and the digital home. He speaks regularly at international conferences and panels, supports planning discussions with senior executives, and is frequently quoted by the specialist and general press and media.

His research currently focuses on the transformation of television and video driven by over-the-top services, multi-screen connected devices and ubiquitous broadband.

He graduated from Reading University in the UK in 1987 with a BA (Hons) in Linguistic Science.
魏铿
科视亚太地区集成解决方案总监

Ken Wheatly
Director, Business Development
Enterprise and Solutions Asia Pacific
Christie Digital

Mr. Wheatley is Christie Digital's Director of Sales-Business Products for the Asia Pacific region.

Ken is a veteran of the entertainment technology industry with over 30 years' experience in show systems and technical entertainment systems.

Ken has contributed A/V and lighting expertise as systems design, project management and sales engineering to notable projects worldwide, including for the Yeosu Korea Expo, Shanghai World Expo, Beijing Olympics, numerous theme park installations for Universal and Disney, the Wynn Macau, and many other worldwide projects involving high-end display technology. A veteran of the entertainment and theme design industry, Ken is always interested in future trends and developments involving display entertainment technology.
Saleha Williams is an Executive Producer & Presenter, with over 20 years global experience, specialising in multi platform digital content technologies and business models. Originally trained at the BBC in London, Saleha has conducted over 500 executive interviews, including News Corp, CNN, ITV, Google, James Cameron, Huffington Post, Viacom, Coca Cola, Facebook, Ericsson, Netflix, FOX, ESPN and many more. She has also presented numerous media technology conference and award shows including Mobile World Congress, Broadcast Asia, New York TV Week, IBC Connected World, Caribbean Film Festival and Broadcast India. Saleha is currently producing the NAB Show Collaborative Global Series and the NAB Global Innovation Exchange Shanghai.

Williams is a Partner at Clarity Creative a design and production agency based in London working with clients all over the world. She holds a BA in Business & English, an MBA specialising in digital media transformation and several technical diplomas.
方淦
东方梦工厂首席执行官

James Fong
CEO of Oriental Dreamworks

方淦是东方梦工厂的首席执行官。"东方梦工厂" Oriental DreamWorks 是上海东方梦工厂影视技术有限公司的简称。根据中美经贸合作论坛上签署的协议，华人文化产业投资基金 (CMC) 将联合上海东方传媒集团有限公司 (SMG)、上海联和投资有限公司 (SAIL) 与美国梦工厂动画公司在中国上海合资组建上海东方梦工厂影视技术有限公司。

方淦在中国有着超过 12 年的经验，他最近负责 Amazon.com (亚马逊网站) 在中国第三方商务与广告业务的开发。在他加入 Amazon.com (亚马逊网站) 之前，方淦在大华通银的总经理，一个在北京的小型商业银行，他主要负责高科技、传媒以及通讯领域的业务。在他为 NBA 中国服务期间，他曾是负责场馆与运动赛事方面的总经理。早期，作为微软的总经理，他管理了微软 1.65 亿美金的股权投资基金，同时也负责 17 个省市、32个城市销售与市场推广活动。在他早期的职业生涯中，他曾经为美国空军服务了八年。

他在普渡大学有着航空航天工程本科专业，同时也完成了宾夕法尼亚大学沃顿商学院获得了 MBA 学位。

James Fong is the CEO of Oriental Dream Works. Oriental DreamWorks is a joint venture backed by China Media Capital (CMC), Shanghai Media Group (SMG), Shanghai Alliance Investment Limited (SAIL), and Hollywood’s DreamWorks Animation SKG.

James has extensive experience in China over the past 12 years and most recently was responsible for advancing Amazon.com's third-party merchant and advertising businesses in China.

Prior to Amazon.com, James was a Managing Director at China Tongyin, a Beijing-based boutique merchant bank, responsible for its TMT practice. During his tenure with the NBA China, he was the Managing Director of Arena and League Development in China. Earlier, as the Managing Director, James managed Microsoft's $165 million China equity investment fund along with other responsibilities including the sales and marketing activities across 17 provinces and 32 cities. In the early part of his career, James served eight years in the U.S. Air Force.

James holds an undergraduate degree in Aeronautical and Astronautic Engineering from Purdue University and an MBA from the Wharton School, University of Pennsylvania.
Onsight London provides technical teams behind movies and television programs including Ridley Scott’s “The Martian” and the acclaimed documentary series hosted by Sir David Attenborough for SKYTV. Onsight has also produced virtual reality content for major advertising brands.
杜百川
中国广播电影电视社会组织联合会技术工作委员会 会长

Baichuan Du
Head of Technical Committee at China Alliance of Radio, Film and Television

教授级高工，博导；中国广播电影电视社会组织联合会技术工作委员会会长，国家信息化专家咨询委员会专家。


Mr Du is a Professor in Engineering, he is also a PhD supervisor and Chairman of Technical Activities Committee of China Alliance of Radio, Film and Television, specialist of Advisory Committee for State Information. Mr. Du graduated from Department of Electronics, Peking University in 1969. He continues his education and graduated from Department of Fiber Optic Communication, Peking University from 1981-1993. After that, he started his teaching career in Communication University as the dean of Department of Television Engineering. From 1993 to 1994, he took the post as the general director of the broadcasting and film training center. From 1994-2001, he progressed to be the head of Institute of Broadcasting Technology, studying digital TV, digital audio broadcasting and high definition TV. From 2001-2006, he becomes the deputy director at Science & Technology Division of SARFT. He was also an expert National Information System Advisory Committee. In the mean time, he is an expert at State Tri-networks Convergence Committee, deputy director of the State Council of China, deputy director at State Broadcasting Standardization Committee and expert at
Madame Wang is Director-General and President of Shanghai Media Group, one of China’s largest media conglomerates with the most complete portfolio of media and related businesses.

Madame Wang joined SMG in 2010 to serve as Secretary of the SMG Committee of CPC and Executive Director of SMG. Her efforts focused on content creation and business development, as well as construction of corporate culture. Wang played a leading role in strategizing and implementing of the reform of SMG in 2014 and was appointed Executive Vice President of SMG, taking care of daily operations. Prior to assuming her position at SMG, Wang spent more than two decades serving in key roles in the public sector of Shanghai municipality, trailblazing in public communication, promotion, and branding of the city. She played a prominent role in the organization and promotion of the 1999 Fortune Global Forum and the operation of media coverage of the APEC Summit Shanghai in 2001 as well as the World Expo in 2010.

Wang completed her undergraduate study at East China University of Political Science and Law and obtained her Master’s degree in Economic Management from the Party School of the Central Committee of the C.P.C. Between Sept.1996 and Mar.1997 Wang was a visiting scholar at the University of Illinois.

Wang is an Executive Director of the China Radio and Television Association as well as the Vice Chairwoman of the Shanghai TV Artists Association. Wang is also a member of the Shanghai Fourteenth National People’s Congress.
Prof. Wenjun Zhang received his Ph.D. degree of electronic engineering in Shanghai Jiao Tong University and is a fellow of IEEE. Prof. Zhang specializes in digital video coding and transmission, multimedia semantic processing and intelligent video surveillance. He was one of the main contributors to the Chinese Digital Television Terrestrial Broadcasting Standard issued in 2006 and successfully led the team to develop the first Chinese HDTV prototype system in 1998. Prior to that, he worked as a post-doctoral fellow at Philips in Nuremberg, Germany, where he was actively involved in developing HD-MAC system. He is now the director of Shanghai Jiao Tong University Collaborative Medianet Innovation Center and the chief scientist of the Chinese National Engineering Research Center of Digital TV and currently leading the national research and development project of next generation television system. He also serves as the chairman of Future Broadcast Television Initiative (FOBTV) Management Committee.
现任上海报业集团 (SUMG) 党委副书记、总经理、副社长，八二五新媒体产业基金董事长。曾任上海文广新闻传媒集团（SMG）副总裁、第一财经传媒有限公司（CBN）董事长总经理、上海东方卫视传媒有限公司董事长、文汇新民联合报业集团副社长。

2013 年 10 月，中国报业集团中规模最大的上海报业集团组建成立，高韵斐出任集团总经理，负责集团战略发展、资本运作和资产运营。上海报业集团旗下拥有 24 份报刊杂志和 2 家出版社，员工超过 8000 人，涉及报业、印刷、新媒体、金融、文化地产等多元产业，也是上市公司新华传媒的控股股东。

高韵斐
上海报业集团 总经理

Yunfei Gao
General Manager at Shanghai United Media Group

Yunfei Gao is the general manager of Shanghai United Media Group. Since July 1988, he successively held the position of director, ministry of economic affairs, the press center acquisition department editor, deputy group leader, deputy director of the editorial director, committee secretary of Shanghai TV Drama Production Center.

Since 2003, he took the leadership role at SMG Finance Channel, and integrated industry content resource in finance area to establish the first Finance channel, named “Yicai”. After that, he also
Wang is the Chief Technology Officer of Shanghai Media Group. He received his MBA degree from Fudan University.

Wang has successfully led and accomplished a great number of key projects, including SMG “News Sharing Platform”, “HD O.B. Van System”, “International Broadcasting Center System of Shanghai World Expo”, “Digital Post-production Base”, etc. He was a leader in the key scientific research project of the State Administration of Radio, Film and Television, “Research on critical technology applications in radio and TV stations’ internet-based digital production” and consequently accelerated the internet based digital production and the development of omnimedia in SMG. Due to his great accomplishments in technological progress, scientific innovation and team building, he was chosen as a “Sige Yipi” (a national talent development program) talent and joined the Talent Development plan of local Shanghai elites. The Asia-Pacific Broadcasting Union or ABU granted him the “2011 Outstanding Contributions to the Engineering Industry” Award for his great contributions to the technological development of Radio and TV industry. ABU has also conferred the honor of “ABU technical committee Lifelong observer” on him.
Ruijiuping
东方有线网络有限公司 总经理
Jiuping, Liu (PhD)
General Manager of Oriental Cable Network Co., Ltd

Mr. Jiuping, Liu (PhD) is the general manager of Oriental Cable Network Co., Ltd. Mr. Liu has been working at IT Industry for many years, and took various posts at Shanghai Software Laboratory, HP, Intel and etc. He also used to be the general manager of China office of Enterasys Co. Ltd. He joined the Oriental Cable Network Co., Ltd. in 2006, and led his team to accomplish the Cable TV digitization in downtown Shanghai, network integration in suburb area around the Shanghai city. He also made big achievements for the National Program-------Next Generation Broadcast and Television Demonstration Construction (NGB) in Shanghai area. His achievement had laid a solid foundation for the development of the integration of three networks.

He will share with everyone how the cable operator thinks about its future development in the New Media Environment, how to compete against IPTV and Telecommunication, and how to build the biggest cable networks in China under the background of Tri-networks convergence.
He graduated from Computer Department of Xi’an Jiaotong University with a master degree. He used to be the general manager of Shanghai Mobile Data Service Center, the general manager of China Mobile Video Base, and the general manager of Migu Video Technology Co., Ltd. As the leader of data business development in the communication industry, he led the team and proposed the innovative working concept of Internet culture. Introducing the influential Proprietors in the film and television industry such as Warner, Paramount, Sony, Fox, Disney, Universal and etc., he launched mobile 4G video products—Lovev, China Mobile Box and etc. Associating with upstream and downstream of the industry, he created the platform of G Videos for user-generated video and grassroots people, to build a totally new internet cinema on mobile and build a win-win media channel cooperation system with traditional films and user-generated videos.

In 2000, Wang Bin was named as China Youth Post Expert. In 2004, he was named as IT Top 10 Excellent of GSM. In 2006, he was awarded with a Labor Day Medal. In 2007, he won the title of Pace-setter in the New Long March.
YANG ZHENHUA
Managing Director of New Media Group, and Shanghai Broadcasting & Television Producers' Association

Zhenhua Yang, Ph.D of Art Management, held the position of the director of Shanghai Audio and Video Publishing House, Deputy Head of distribution station, executive vice President of Chinese literature and art audio & video Publishing House in 1986~1995. When the Shanghai New Culture Media Group co., Ltd was established in 2004, Zhen-Hua Yang held the position of chairman and president of the company. In July 2012, Shanghai New Culture Media Group co., Ltd was successfully listed on the SZSE (Shen Zhen Stock Exchange).

During his tenure of office, he has produced nearly one hundred excellent TV show, such as Love in Spring, The War between two women, Five Years after Marriage, Leadership and so on. In 2008, he was named as The National Outstanding Producer by China association of radio and television. In 2010, he won the Best Producer Award at Macau International TV Festival. In 2011, he was named as Outstanding Contribution Producer for 20 years of China’s TV industry by the Chinese Association of radio and television & China Television Artists Association. Currently, he is the president of Shanghai Association of Radio, Film and Production Industry.
Mr. Shi is now the VP of Shanghai Oriental Pearl New Media Co., Ltd, member of CPC Committee, and CEO of Channel Operation Business Group as well as Cable TV Business Group.

Mr. Shi has served as many key positions in various companies, such as editor & reporter of SCATV News Channel and Cable TV Newspaper, Chief Secretary of SCATV, Deputy General Manager of Shanghai Media Interactive Television Co., Ltd, Deputy Director of SMG Human Resources Department, AP & VP of Shanghai Jingwen Investment Co., Ltd, General Manager & Secretary of Party General Branch of Shanghai Media Interactive Television Co., Ltd, President of Jiche (Shanghai) Culture Media Co., Ltd, President of Shanghai Game Fengyun Culture Media Co., Ltd, VP of Guangshitong Media Co., Ltd, Vice Chairman of Working Committee in China national Radio and Television Association National Pay Channels Department, Vice Chairman of Shanghai Information Appliance Industry Association, and Vice Chairman of Shanghai Cable TV Industry Association.
Mr. Li Huaiyu shines as the CEO of the Chinese leading new media company, BestTV New Media and makes BestTV the first listed company in China’s new media industry. Also as the CIO of the Chinese VC firm, China Media Capital, Li accomplished the first China-Hollywood joint venture with DreamWorks to establish a family entertainment company, Oriental DreamWorks, and announced the construction project of Shanghai DreamCenter, a media landmark and leading element of cultural hub in Shanghai.

In 2015, Li co-founded Whaley with the Chinese media tycoon Mr. Li Ruigang and has served as CEO since then. The company’s first Whaley TV was well received by the public after its release on August 13. And the following Whaley’s 43 Inches TV once again hit the media headlines after it went public on September 19.

Regarded by employees as a caring geek, Li holds a sustained curiosity about the future and is leading Whaley on its way to create China’s cutting-edge media products for young generations.
Mr. Ren is a senior accountant and holds an MBA degree. He is now Vice-President and Chief Financial Officer of Shanghai JinWin Investment Co., Ltd. and Managing Director of Shanghai Oriental Huiwen International Cultural Service Trading Co., Ltd., the operation company of National Base for International Cultural Trade (Shanghai).

He has worked as Head of finance departments in Shanghai Film Studio, a subsidiary of Shanghai Film Group Corporation, Shanghai Media Group and its Financial Management Center. He has also served as Chief Financial Officer of Shanghai Wenguang Investment Co., Ltd. and Managing Director of Shanghai Oriental Culture Commercial Co., Ltd.
傅仲宏
达晨创业投资有限公司 主管合伙人

George Fu
Partner, General Manager of Shanghai Branch Office

George has engaged in venture capital for more than ten years, with a wealth of investment and management experience in the high-tech and consumer services area, and once worked in government, high-tech companies. He also acts as the vice president of Hunan Chamber Of Commerce in Shanghai, the director of Shanghai Entrepreneurs’ Association and Shanghai Private Equity Association, the senior evaluation expert of Ministry of Science and Technology’s Innovation Fund. Elected as “the Top Venture Capitalists of 2012”, “Top Ten Venture Capitalists which entrepreneurs respect most of 2013”.

Leading over 20 investment projects, include China South Media, DaGang Road Machinery, Epoxy Base Electronic, HuaXin Packaging, Aesthetic, HomeKoo, HuaTu Education, TongLu Online, Star Machinery, 4Space Media, GuoEn KeJi.
Yuehua Wang with Taiwan Jiaotong university master’s degree in telecommunication engineering, has 18 years experience in semiconductor industry. The present investment project has intelligent hardware, Internet finance, Internet of things, and mobile Internet project.

Yuehua Wang has 18 years experience in marketing, technical support and sales and so on position. Before joining DFJ, Yuehua Wang held the position of CEO of Mass Electronic Commerce Co., Ltd, and committed to IPTV & Mobile Internet.

Yuehua Wang
Partner, DFJ Dragon
黄晓杰于 2015 年 7 月加入暴风魔镜科技有限公司，担任首席运营官。

加入暴风魔镜之前，黄晓杰曾任上海水渡石信息技术有限公司 CEO。水渡石于 2008 年 5 月由黄晓杰联合创立，致力于手机音乐播放器的研发。旗下产品天天动听，拥有累计 4 亿 + 用户，在塞班时代成为了该平台最火的手机音乐播放器；2010 年，成为 Android 平台最受欢迎、用户量最大的手机音乐播放器。

黄晓杰曾获 2013 年中国互联网年度创新大典“金瑞奖”，2012-2013 年度互联网创新领袖奖。黄晓杰于 2003 年毕业于武汉大学计算机科学与技术，获得硕士学位。

In July 2015, Xiao-Jie Huang join Beijing Baofeng Technology Co., Ltd as CEO. Prior to that, he had worked on the development of music application “TTPOD”, which is the most popular music app running at Andriod system with more than 400 million users.

He has won the “iResearch Awards” as an innovation leader of internet in 2013.

Xiaojia Huang received his master degree in computer science at Wuhan University in 2003.

Xiao-Jie Huang
CEO, Beijing Baofeng Mojing Co., LTD.
Mr. Yang joined iQIYI in 2010 as Senior Vice President for iQIYI. He is in charge of iQIYI VIP Membership Business (subscription business) and iQIYI Motion Pictures. Before then, he was the head of New Business Unit and Mobile Internet Department of iQIYI.

Mr. Yang graduated from Tsinghua University with a master’s degree. He co-founded GoodFeel.com in 2002 and became Vice General Manager for Sohu’s Wireless Business Department in 2004.
As a member of the founding team at Shanghai PPTV Media Tech. Co. Ltd., he witnessed the founding and development of PPTV. He was responsible for media business, business relationship, marketing and R&D. In 2010, he led the department of value-added service line to build a PPTV-owned gaming platform by self produced games and gaming videos. He has been working on the channel operation, sourcing new media business and the original programming lineup as the Chief Editor and Vice President of PPTV since July in 2015.
Lorry Zhou, the General Manager of Beijing Hiveview Technology Co., Ltd and Damai Technology Co., Ltd,
had served for several renowned companies including Haier Group, Vobile Inc. and iQIYI before he created Hiveview Technology in 2011. Hiveview engages mainly in the design and development of the software platforms and systems for OTT. In Aug 2013, Lorry joined Dr. Peng Group with Hiveview becoming a fully-funded subsidiary of the Group. Then he leaded the Hiveview team to complete the design, R&D, production, operation and maintenance of the Damai OTT-TV STBs, Damai Split TV and Damai Routers successfully which so far have provided video services and terminals to more than 3 million broadband users of Dr. Peng Group.

周柳青
鹏博士集团大麦科技、家视天下总经理

Lorry Zhou
the General Manager of Beijing Hiveview Technology Co., Ltd and Damai Technology Co., Ltd,
had served for several renowned companies including Haier Group, Vobile Inc. and iQIYI before he created Hiveview Technology in 2011. Hiveview engages mainly in the design and development of the software platforms and systems for OTT. In Aug 2013, Lorry joined Dr. Peng Group with Hiveview becoming a fully-funded subsidiary of the Group. Then he leaded the Hiveview team to complete the design, R&D, production, operation and maintenance of the Damai OTT-TV STBs, Damai Split TV and Damai Routers successfully which so far have provided video services and terminals to more than 3 million broadband users of Dr. Peng Group.
Qianjian Ping, is a director of SMG creation department, president of Shanghai Animation Film Studio, executive director of TUTU Animation Company. As planner and producer, he has abundant movie production and distribution experience. He takes charge of many important projects and own unique insights for Chinese animation and movie industry. His work include: 1977 MONKEY KING (animation film: 3D), producer of TV series JIAOYULU and TUTU (animation series). Those works got giant achievement, include: the animation film MONKEY KING (3D) acquire the best achievement award of 32th Hawaii Film Festival, the WIPO award for creativity, and the best feature film on CICAF. He is producer and planner of TV series JIAOYULU, which is important series named by Chinese government. TV Series LOVELY CHINA is produced by him which is the best film named by Chinese Propaganda Department.