

Talking TV...and more reasons for the CASBAA Convention 2012

Hong Kong, September 10, 2012 – October 29 to November 1, 2012 in Hong Kong, this year's CASBAA Convention 2012: 18 Reasons Why will provide unrivalled opportunities for industry experts to impart their knowledge.

"We have a truly compelling programme for this year's CASBAA Convention, with an innovative variety of formats and touching on all aspects of multichannel TV in Asia Pacific," said Simon Twiston Davies, CEO, CASBAA.

Among the featured speakers, Ben Silverman, Emmy and Golden Globe Award winner and founder of production studio Electus, will deliver the keynote address while Discovery Communications CEO, David Zaslav will share his thoughts on the remarkable transformation of his Networks with Bernie Lo from CNBC.

Additionally, Turner Broadcasting System International President, Gerhard Zeiler, will lead a distinguished line-up during "Talking TV", plus a special "In Conversation" session chat with Saul Berman, Partner & VP, Global Strategy Consulting Leader of IBM Global Business Services.

Among other unmissables:

Great Ad Brands at Work with Great Channel Brands

From Web-launched episodic TV to multi-platform, interactive experiences, brands are looking to integrate their messages with TV and talent.

Do You Like Me? Socialising TV in Asia

The audience is no longer passive with the likes of Twitter, Facebook and Weibo giving an immediate voice to viewers.

Go! Go! Go!

With the arrival of OTT and related broadband services, both domestic and global providers have created new platforms and brand extensions to traditional channels

Market Watching: Indonesia and Myanmar

Tap the knowledge from top movers and shakers in the pay-TV business as the big players give us a glimpse into how they see 2013 panning out.

How to love your regulator

As the TV world meets Online, the role of the regulator has never been tougher.

Shadow Council: New industry perspectives from the net generation

Explore bold ideas and fresh perspectives on the evolution of multimedia from our industry's high potential net generation. Hear their views on what's up next.

The Top Slot

The Asia Pac platform leadership debate the world in 2012-2015. If they don't know about it, then it hasn't happened or if it did, it wasn't worth remembering.

Industry workshops will include "cross media" research, the magic of transcoding and much, much more.

For more information about the CASBAA Convention 2012, please visit casbaaconvention.com.

#

About CASBAA – casbaa.com

Established in 1991, CASBAA is the Association for digital multichannel TV, content, platforms, advertising and video delivery across Asia. Spanning 18 geographic markets, CASBAA and its Members reach over 420 million connections through a footprint ranging from China to Australasia, Japan to Pakistan. The CASBAA mission is to promote the growth of multichannel TV and video content through industry information, networking exchanges and events while promoting global best practices. To view the full list of CASBAA members please visit [here](#).

For enquiries, please contact:

Desmond Chung, PR & Communications Manager, CASBAA

Tel: +852 3929-1712

Email: desmond@casbaa.com

Adela Chen, Director, Marketing & Communications, CASBAA

Tel: +852 3929-1711

Email: adela@casbaa.com