



China Digital Media Summit 2010

中国数字媒体峰会

Thursday, July 15, 2010 | Portman Ritz-Carlton Hotel, Shanghai, China

AGENDA

July 14, 2010

14:30-16:00	Press Conference (90 minutes) Four Seasons Hotel	Guests: Martin Sorrell, Chief Executive of WPP Alan Yan (闫方军), Founder and CEO of AdChina Shuo Qin (秦朔), General manager of China Business Network, Chief Editor of China Business News Jonathan Miller, Global Chief Digital Officer of News Corp, Former Global CEO of AOL Yong Chen (陈永), Secretary General at Interactive Internet Advertising Committee of China
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July 15, 2010

08:00-09:15	Registration & Breakfast (75 minutes) Ritz-Carlton Marble Hall	
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09:30-09:40	Welcome Speech (10 minutes) Ritz-Carlton Marble Hall	Speakers: Alan Yan (闫方军), Founder and CEO of AdChina Shuo Qin (秦朔), General manager of China Business Network, Chief Editor of China Business News
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09:40-10:40	Opening Keynote 1 (60 minutes) Ritz-Carlton Marble Hall	Speaker: Martin Sorrell, Chief Executive of WPP
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10:40-10:55	Keynote 2 (15 minutes) Ritz-Carlton Marble Hall	Speaker: Xinmin Gao (高新民), Standing Vice Chairman at Internet Society of China
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10:55-12:10	Panel 1: Digital Media: Value and Commercialization (75 minutes) Ritz-Carlton Marble Hall	Moderator: David Rosenblatt, Former Global CEO of DoubleClick, Former President of Global Display Advertising for Google Panelists: Jonathan Miller, Global Chief Digital Officer of News Corp, Former Global CEO of AOL Sameer Singh, Director of Media Planning and Operations, Procter & Gamble Asia Jonathan Nelson, Global CEO of Omnicom Digital Yifei Li (李亦非), Chairperson of VivaKi Greater China Haoyu Shen (沈皓瑜), Senior Vice President of Business Operations of Baidu
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12:10-13:30	Lunch (80 minutes) Atrium, Shanghai Center	
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13:30-14:45	Panel 2: New Roles of the Players in Digital Age (75 minutes) Ritz-Carlton Marble Hall  凤凰网 ifeng.com	Moderator: Mike Galgon, Co-Founder of aQuantive, Former Global Chief Advertising Strategist for Microsoft Panelists: Boon Lai, Vice President and Area Marketing Officer Greater China at Philips William Ding (丁磊), CEO of NetEase.com Ya Li (李亚), COO and CFO of phoenix New Media Shuai Wang (王帅), Senior Vice President of Alibaba Group and General Manager of Yahoo China Steven Chang (郑香霖), CEO of ZenithOptimedia Greater China Michael Chang (张志弘), Chief Digital Officer of Aegis Media Greater China
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14:45-15:00	Tea Break (15 minutes)	
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15:00-16:15	Panel 3: Online Video (75 minutes) Ritz-Carlton Marble Hall  土豆网 tudou.com 每个人都是生活的导演	Moderator: Quentin George, Chief Digital Officer of IPG Mediabrands Panelists: Frank Lin (连耀安), Media Director of National Marketing at McDonalds China Gary Wang (王微), Founder and CEO of Tudou.com Vincent Tao (陶闯), CEO of PPTV Deirdre McGlashan (张锡聰), CEO of wwwins Isobar Greater China Shan Phillips, Executive Director at the Nielsen Company Greater China
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16:15-17:30	Panel 4: Social Media (75 minutes) Ritz-Carlton Marble Hall  	Moderator: Steve Ennen, Managing Director of Wharton Interactive Media Initiative and Wharton Lab for Innovation in Publishing Panelists: Chris Reitermann (韦棠梦), President of OgilvyOne China Robin Seow (萧振义), Vice President and Marketing & SMB Director at Personal Systems Group of China Hewlett-Packard Hong Yu (于洪), Strategic Business Initiative Director at Marketing and Channel Group of Intel China Tong Chen (陈彤), Executive Vice President and Chief Editor of SINA.com Shengdong Pang (庞升东), Chairman and CEO of 51.com Sam Flemming (费嘉明), Founder of CIC
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* To be confirmed

For more information, please visit: <http://www.CDMS2010.com>

