



TRANSMIT**CHINA**  
传递中国

CONFERENCE:  
JUNE 2 - 4, 2010

ARTIST SHOWCASE TOUR:  
May 28 - June 5, 2010

transmitNOW's first international project for 2010 is gearing up to be one of the most important and most impactful music industry events in Asia this year. As it heads into its third year, the transmitCHINA conference will take place in Shanghai, China (June 2- 4, 2010). The three-day conference will include

roundtable discussions, keynote presentations, B2B Focus groups, showcases and receptions with a focus on connecting Canadian and International music, technology and media professionals to leaders, thinkers and creators in China.

"I have been to many conferences and there is certainly nothing quite like transmission. I will come every year until I wear out my welcome."

—Seymour Stein,  
Warner Music Group & Sire  
Records

## THEMES



### //THEME 1 INTELLECTUAL PROPERTY

#### CHICKEN OR THE EGG

Does a sustainable music business in China need a Western style copyright regime, or are we all better served by the clean slate that it currently enjoys? Many would argue that technology has enabled an infinite flow of information to all corners of the world, but for China "access" has often been just an idea and not a reality. While the issue of access can be difficult in Western markets, it presents even greater challenges in the Chinese market. What are the reasons behind Western-based content owners and digital retailers and their unwillingness to sell music in emerging markets like China? Are the impacts of these restrictions causing the very consumption patterns that they are meant to impede? Will this response actually enable Chinese innovators to come up with even better and more unique ways to connect artists and audiences?



### //THEME 2 NEXT GENERATION LEADERSHIP

#### DEFINING THE FUTURE OF INNOVATION IN ASIA AND THE WEST

Who are the leaders, thinkers and creators that will lead us towards sustainable business models within the music space and other digital content sectors? Will leadership manifest itself in new start-ups or established multi-nationals? Will leading ideas and models continue to be driven by the west or are we already witnessing a shift where innovation and direction is blossoming out of new markets such as China. Or will success come out of a practice of sincere reciprocity? Other industry observers are quickly seeing a shift where the issues that have confronted the music business are now being solved. Will solutions coming out of the music space lead to innovative solutions required for the sustainability of other Creative Industries in China such as film?



### //THEME 3 EMERGING MARKETS

#### NO SUGAR COATING: THE OPPORTUNITIES AND CHALLENGES IN CONNECTING THE WEST AND CHINA

Executives on both sides of the Pacific are ready for a frank discussion on the unique characteristics of the Chinese mainland and what differentiates it from other Asian markets. Furthermore, it is time openly discuss the barriers that have led to such pronounced failures amongst western businesses in China. What are some of the characteristic missteps that Western businesses make when building strategies for China? What are the common misunderstandings that Western companies experience when maneuvering through a negotiating process with Chinese counterparts? Despite hundreds of studies, thousands of in-depth articles and billions of dollars in investment, have Western companies actually started investing the time to truly understand the unique attributes of China or do they keep trying to apply their Western paradigms onto the Chinese? How do Chinese music executives measure progress? How realistic are Western expectations for timely returns on investments?

For further info about the transmitCHINA themes visit: [www.transmitnow.com/transmitchina2010/conference/topics](http://www.transmitnow.com/transmitchina2010/conference/topics)



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# SPEAKERS



NIC HARCOURT- Editor at Large, Music & Culture, LA Times



KAISER KUO – Consultant, Youku.com



SEYMOUR STEIN- Co-Founder & Chair, SIRE Records



KEVIN LEFLAR - Founder, President & CEO, officialCOMMUNITY



YANG HAIONG – P.K. 14 & Co-founder, Maybe Mars



CHARLES CALDAS- CEO, Merlin



CATHARINE SAXBERG - Executive Director, Canadian Music Publishers Association



JUN WU- Chief Executive Officer, R2G

For further info about the transmitCHINA speakers visit [www.transmitnow.com/transmitchina2010/conference/speakers](http://www.transmitnow.com/transmitchina2010/conference/speakers)



## HOST HOTEL VENUE

THE INTERCONTINENTAL  
SHANGHAI PUXI



## CONFERENCE VENUE

RIVER SOUTH ARTS CENTRE



## SHOWCASE VENUE

ZHIJIANG DREAM FACTORY

# TRANSMITCHINA CONFERENCE SCHEDULE

"Transmission is one of the best music conferences in the world"

—Scott Cohen,  
Founder and VP,  
The Orchard (USA)

## WEDNESDAY JUNE 2, 2010

12:00 -20:00 PM Registration and info-centre @ The Intercontinental Shanghai Puxi

18:30-21:00 PM Delegate Welcome Reception

B2B Focus Group to be confirmed by May 12, 2010

Topics include:

- Publishing
- Indie Music Development in China and Canada
- Mobile Applications in China
- Innovation Education in Business and Digital Media

For further information visit

[www.transmitnow.com/  
transmitchina2010/focugroup](http://www.transmitnow.com/transmitchina2010/focugroup)

## THURSDAY JUNE 3, 2010

8:30 AM -17:00 PM Registration and info-centre Opens @ River South Arts Centre (RSAC)

8:30 AM Shuttle Service from Hotel to RSAC

9:00 AM Coffee

10:00 AM MC Opening Remarks

10:10 AM "Welcome to Shanghai" with Archie Hamilton, CEO Splitworks

10:20 AM Programme Introduction with Catharine Saxberg

10:30 AM "The future of digital content in China" with Kaiser Kuo

10:55 AM "Focus on Independent Music" with Charles Caldas

11:15 AM Coffee

11:30-12:45 PM Roundtable Breakouts : Opportunities and Challenges Between China and the West

12:45-13:30 PM Lunch

13:30 PM Roundtable Recap

13:50 PM "Ideas around Intellectual Property in China" with Jun Wu

14:30 PM Coffee

14:45-16:00 PM Roundtable Breakouts: Intellectual Property

16:00 PM Apres Drinks

19:00-21:00 PM Dinner

21:00 - 01:00 AM transmitLIVE @ Dream Factory presented by the Province of British Columbia

## FRIDAY, JUNE 4, 2010

8:30 AM -17:00 PM Registration and info-centre Opens @ RSAC

8:30 AM Shuttle Service from Hotel to RSAC

9:00 AM Coffee

10:00 AM Roundtable Recap

10:30 AM "Nerds and Rockstars" with Kevin LeFlar

10:50 AM "Connecting the future to the past" with Seymour Stein

11:10 AM Coffee

11:30-12:45 PM Roundtable Breakouts: Leadership And Innovation

12:45-13:45 PM Lunch

13:30 PM Roundtable Recap

14:00 PM Feature Artist Interview by Nic Harcourt with Yang Haisong

14:45 PM Closing Plenary and Idea Report

15:30 PM Closing Remarks

15:45-17:00 PM Closing Reception

19:00 - 21:00 PM Dinner

21:00 - 01:00 AM transmitLIVE @ Dream Factory presented by the Province of Ontario



# ARTISTS

".. I'd be honored to be invited back."

– Kevin Arnold,  
Founder CEO, IODA



## WIL

You could say Wil Mimnaugh was always destined to be a musician. Born into a musical family, Wil's mother was always singing along to the coveted record player or belting out duets accompanied by Wil's father on guitar.

"In This Together" is an album of personal stories connecting life, love and Wil's ongoing relationship with music. After more than 10 years of touring, Wil has returned to some of the core themes that brought his debut album "Both Hands" into being. He is, however, taking a definite step forward in his growth as a songwriter, singer and musician. Transitioning from the darker imagery and tones of his second album, "By December," Wil has found in his third album, a lighter stride.



## PARLOVR

Parlovr's music is about as diverse as the city that spawned it – an interweaving of styles that takes on a shape and shimmer of its own. Raw and reverberant, their independently-released, self-titled debut dropped in late 2008. Since its release, the album has garnered some great ink in pretty much every well-respected left-of-centre publication here in Canada – Hero Hill, Chartattack, and Hour among them. Even some from the south are taking notice, with Spin magazine calling the band one of the "5 to watch" out of Montreal. It's obvious the bandwagon is starting to fill up, and everybody on it is dancing.



## ILLSCARLETT

illScarlett is like the Voltron of rock bands - go pop-punk, go ska, go reggae, go modern rock - clickity clik and clankety clank and it comes together in the form of a giant-killer-robot-like debut release "All Day With It". illScarlett have finished up in the studio with Robert Carranza in Hollywood, a three-time Grammy-winning producer and engineer based in Los Angeles. Carranza has worked with notable acts such as Jack Johnson, Mars Volta, Beck, Ozomatli, Mindless Self Indulgence, and Matt Costa among others.



## THE RACOONS

It's difficult to nail down Victoria band The Racoons. Picture a band that can reconcile a love for Joy Division, Bruce Springsteen and The Cars. Now picture a second band that sounds like Frank Zappa, David Caruso and Animal from the Muppets. Now picture a cover band of the second band mentioned. Now picture a rival cover band of the first cover band that aren't quite as talented and generally refer to themselves as a tribute band. The Racoons are that band. They released their first EP Islomania on May 18th, 2009.



## FLASH LIGHTNIN'

Flash Lightnin' is a Toronto-based power trio whose extraordinary chops and contemporary approach to blues-based southern rock have been blowing away audiences across the country. They have toured with several big names in Canadian rock, including Priestess, Bison, and Sebastian Grainger and the Mountains. The band is hard at work in the studio in Toronto on a new album with friends Ron Sexsmith, Serena Ryder, Kevin Drew, Jimmy Shaw and more.



## OHBIJOU

A string of accolades has followed Ohbijou since its inception in 2005, and they have quietly amassed a devoted and varied army of fans. Ohbijou now returns with their highly anticipated sophomore album, Beacons. The record gleaned early praise from critics and was touted as one of 2009's most anticipated albums. The band has inked deals with Bella Union in Europe (also home to Fleet Foxes, Midlake, Andrew Bird, etc.) and Last Gang Records in North America (New Pornographers, Metric, Crystal Castles, etc.). Over the next year, Ohbijou will grace international stages, touring their sound to new audiences.

"Transmission lived up to its billing. Seldom have I been among so many bright, articulate and just plain interesting people."

– Steve McClure,  
Asia Bureau chief, Billboard (JPN)

# ARTIST SHOWCASE TOUR

As a music, technology and media conference, transmitCHINA puts emphasis on developing short-term and long-term opportunities for Canadian artists, companies and entrepreneurs in the fastest growing markets. This year, six bands were selected to participate in the transmitCHINA artist showcase tour (May 28 – June 5) taking

place in six cities throughout China (Hong Kong, Guangzhou, Changsha, Wuhan, Beijing & Shanghai).

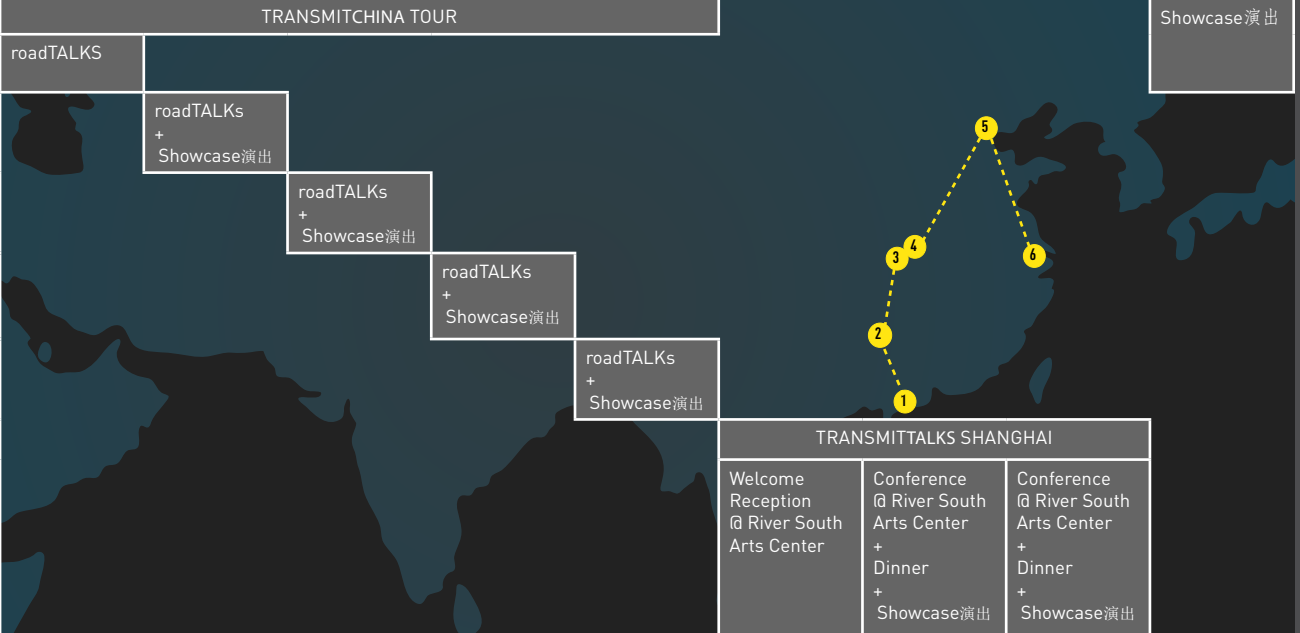
<http://www.transmitnow.com/transmitchina2010/showcase>

TRANSMITCHINA 2010

传递中国 2010

MAY 28 - JUNE 5, 2010

年5月28日到6月5日

	MAY 28 FRI 周五	MAY 29 SAT 周六	MAY 30 SUN 周日	MAY 31 MON 周一	JUNE 1 TUES 周二	JUNE 2 WED 周三	JUNE 3 THURS 周四	JUNE 4 FRI 周五	JUNE 5 SAT 周六
HONG KONG 香港 1	TRANSMITCHINA TOUR								
	roadTALKS								
GUANGZHOU 广州 2		roadTALKS + Showcase演出							
CHANGSHA 长沙 3			roadTALKS + Showcase演出						
WUHAN 武汉 4				roadTALKS + Showcase演出					
BEIJING 北京 5					roadTALKS + Showcase演出				
SHANGHAI 上海 6						TRANSMITTALKS SHANGHAI			
						Welcome Reception @ River South Arts Center	Conference @ River South Arts Center + Dinner + Showcase演出	Conference @ River South Arts Center + Dinner + Showcase演出	

# INDUSTRY ON TOUR

For the first time ever, conference participants have the opportunity to join the artists showcase tour and participate in roadTALKS

roadTALKS are "on-the-road" discussions that extend the conversations beyond the "host" conference city (Shanghai). This is an excellent opportunity to connect with local media, regional content buyers, local technology companies and consumers. These dinners and/or receptions will be located at various landmarks, restaurants and hotels that represent the unique culture in China.

A Tour and Conference Package is available and will allow delegates to participate in the entire 9-day experience in all 6 cities of the artist showcase tour.

For complete information visit:  
[www.transmitnow.com/transmitchina2010/register](http://www.transmitnow.com/transmitchina2010/register)



# TRANSMITCHINA PACKAGES & EXPERIENCES

## REGISTRATION PACKAGES

3 different registration packages are on offer for transmitCHINA 2010:

(Basic Conference Package) 4 days of events in Shanghai including Round Table Discussions, Keynote Presentations, VIP access to Showcases and Ground Transport (does not include hotel accommodations or airport pick-ups)

(The Full Conference Package) 4 days of events in Shanghai which includes the Round Table Discussions, Keynote Presentations, VIP Access to showcases, Ground Transport, and Hotel accommodations.

(The Tour China Package) all 9 days of events in 6 cities with Round Table Discussions, Keynote Presentations, roadTALK Dinners in 5 cities, VIP access to showcases in all roadTALK and transmitTALKS cities, Ground Transport, and Hotel accommodations.

## WHAT IS A TRANSMITTER

A transmitter is an individual who has previously participated in a transmitNOW event.

(ie. transmission:GLOBAL SUMMIT or transmitCHINA)

\*\*\*Please note that all transmitCHINA packages do not include international flights to and from China.

### BASIC CONFERENCE PACKAGE

(JUNE 2 - 5, 2010)

The Basic Conference Package Includes:

- 3 days of transmitCHINA TALKS which includes Roundtable Discussions, Keynote Presentations and Receptions
- VIP access to 2 nights of transmitCHINA LIVE showcases
- Ground transportation to and from the host hotel to transmitCHINA venues

	REGISTRATION (APRIL 1 - 26, 2010)	LATE REGISTRATION (APRIL 27 - MAY 7, 2010)
BASIC CONFERENCE PACKAGE	\$1,500	\$1,800
TRANSMITTER BASIC CONFERENCE PACKAGE	\$1,250	\$1,500

For further registration info visit: [www.transmitnow.com/transmitchina2010/register](http://www.transmitnow.com/transmitchina2010/register)

### SHANGHAI PACKAGE

[FULL CONFERENCE PACKAGE]  
(JUNE 2 - 5, 2010)

Full Conference Package includes:

- Basic Conference Package
- +
- 4 nights of hotel accommodation at the host hotel (Intercontinental Shanghai Puxi)
- Ground transportation including airport pick-ups and drop-offs, as well as transportation from the host hotel to transmitCHINA venues

	REGISTRATION (APRIL 1 - 26, 2010)	LATE REGISTRATION (APRIL 27 - MAY 7, 2010)
FULL CONFERENCE PACKAGE	\$3,210	\$3,510
TRANSMITTER FULL CONFERENCE PACKAGE	\$2,910	\$3,160

# PARTICIPATING COMPANIES TO DATE.....

ALEX BOLIEUX MANAGEMENT	CANADA	MERLIN	WORLDWIDE
13TH MONTH	CHINA	MINISTRY OF TOURISM, CULTURE AND THE ARTS, PROVINCE OF BC	CANADA
2K GAMES	CHINA	MODERN SKY RECORDS	CHINA
8TH ROUND	CHINA	MOK-A-BYE BABY MUSIC	CHINA
A HAPPY BOY	CHINA	MTV	CHINA
A-PEER/ SHANGHAI SYNERGY	CHINA	MUSIC SOLUTIONS	CANADA / JAPAN
AEG CHINA	CHINA	NEOCHA	CHINA
ANTIDOTE ASIA	CHINA	NETTWERK	CANADA
ARTS & CRAFTS	CANADA	NEW STYLE ENTERTAINMENT	CHINA
ASIA MUSE	CHINA	NICK BLASKO AND PIERS HENWOOD	CANADA
ATO ATO	CHINA	ARTIST MANAGEMENT	
ATOMIQUE PRODUCTIONS	CANADA	NINJA	CANADA
BEGGARS GROUP CHINA	CHINA	NIKE	CHINA
BEGGARS GROUP DIGITAL LTD	UNITED KINGDOM	NOKIA COMES WITH MUSIC	CHINA
BIG CHAMPAGNE	UNITED STATES	OFFICIAL COMMUNITY	CANADA
BILLBOARD	CHINA	OHBIJOU MANAGEMENT	CANADA
BONSOUND	CANADA	ONTARIO CULTURAL BRANCH	CANADA
BOOMPA PRODUCTIONS	CANADA	OUTDUSTRY	CHINA
BROKER BROTHERS, TW	CHINA	PAQUIN ENTERTAINMENT	CANADA
BUDDHA BOX / FM3	CHINA	PLATFORM A	CANADA
CANADIAN MUSIC CENTRE	CANADA	POCKET MUSIC	CHINA
CANADIAN MUSIC	CANADA	POP MONTREAL	CANADA
PUBLISHERS ASSOCIATION		R2G	CHINA
CANADIAN MUSIC WEEK	CANADA	RESEARCH IN MOTION	CANADA
CARLSBERG (GUANGZHOU)	CHINA	RESONANCE CHINA	CHINA
CONVERSE	CHINA	ROYAL & MCPHERSON THEATRES SOCIETY	CANADA
COQUETEL MOLOTOV (BRAZIL)	BRAZIL	SHANGHAI MEDIA GROUP	CHINA
DANWEI.ORG	CHINA	SHELTER	CHINA
DEVELOPMENT 9 (A UNIVERSAL CO.)	CHINA	SINA	CHINA
DOUBAN	CHINA	SIRE RECORDS	UNITED STATES
EE MEDIA	CHINA	SOFTBANK CI	CHINA
EMBRACE	CANADA	SOMA RECORDS	CHINA
EMI MUSIC PUBLISHING CANADA	CANADA	SOMBRIO	CANADA
EQUATOR MUSIC	CANADA	SONY MUSIC ENTERTAINMENT	CHINA
FACTOR	CANADA	SOUND BUZZ	INDIA
FAN TAN GROUP	CANADA	STAR TV	CHINA
FOREIGN AFFAIRS AND INTERNATIONAL TRADE, CANADA	CANADA	TAIHE RYE	CHINA
GEMBA	CHINA	THE AGENCY GROUP	CANADA
GOLD TYPHOON GROUP	CHINA	THE AGENCY GROUP	UNITED KINGDOM
HAIDIE RECORDS	CHINA	THE AGENCY GROUP	UNITED STATES
HINOTE	CHINA	TNT PRODUCTIONS INC.	CANADA
HIT MAGAZINE	CHINA	VISITEC	CHINA
HUAYI BROTHERS		WAWAWA	CHINA
ICON PROMOTIONS	CHINA	WHITE MAGNOLIA	CHINA
INSIDER FILMS	CANADA	YOUKU	CHINA
IODA	UNITED STATES	YUGONG YISHAN	CHINA
JZ CLUB	CHINA	YUYINTANG	CHINA
KNOW AFFILIATION	CANADA / UNITED STATES	2KOLEGAS	CHINA
LAST GANG RECORDS	CANADA	FOOTPRINT WORDWIDE	CHINA / UNITED STATES
LIVENATION	CHINA	FOUR S	INDIA
LUNA INC.	UNITED STATES	AUSTRALIAN MUSIC INDUSTRY NETWORK	AUSTRALIA
MASURLAW	UNITED STATES	CIRQUE DU SOLEIL	CANADA
MAYBE MARS	CHINA	SIX DEGREES	CANADA

AND MANY MORE COMPANIES BEING CONFIRMED EVERYDAY



Ministry of  
Tourism, Culture  
and the Arts



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Factor, the Government of Canada through the  
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