

## **transmitCHINA - Monetizing A New Generation Of Music Consumers**

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China's music market has changed dramatically thus far in 2011. Search engine Baidu signed an agreement with the Music Copyright Society of China (MCSC) and major labels, leading to the launch of its first licensed music service Ting. Meanwhile, government agencies have been increasingly active, not only making life more difficult for pirate sites, but also clamping down on 'unauthorized' content that includes Lady Gaga and the Backstreet Boys. Add to that scandal and arrests in the music division of China's largest mobile carrier, China Mobile, with the explosive success of Apple's iPhone and iPad, and you are looking one of the most challenging and attractive music markets for the coming decade.

In order to better understand this evolving market and solutions to its future, BlackBerry, which recently made its big entry into the music market with BBM Music, has formed a new strategic collaboration with transmitCHINA to host the 2011 conference and festival in Beijing, China from September 14-17th. The annual conference, now in its fourth year, brings together content owners, digital retailers, entrepreneurs, innovators in the Chinese market, and experts across the globe to discuss and find solutions to the problems that new technologies (particularly digital distribution and creation and curation technologies) present to the already unstable media and entertainment industries.

transmitCHINA will take the form of a three-day conference in Beijing featuring their signature roundtable discussions and one-day festival showcasing innovative Chinese and Western performers for "a new generation of music consumers." The emphasis of the more than 50 B2B focus groups, keynote speakers, and social gatherings during the conference will be on generating ideas around the monetization of digital content, which will involve 3 major themes:

- \* Understanding the Technology of Culture - How Creative Industries Need to Connect with Their Identity
- \* Content in the Cloud - What De-centralized Data Storage and New Devices Mean for Intellectual Property
- \* Bamboo Capitalism and Original Innovation - the Global Relevance of China's Creative Industries

Addressing the importance of transmitCHINA 2011, David Neale, VP Special Projects of Research In Motion (BlackBerry's parent company) said, "Bringing digital retailers and content providers together in transmitNOW's intimate spaces is essential to developing and evolving a forward-thinking narrative around the successful commercialization of digital content, especially in light of emerging media trends and the evolution of smartphones and other mobile/portable devices."

Taking the role as General Facilitator of transmitCHINA will be Eric Garland, CEO of BigChampagne. As one of its co-founders, Eric has transformed BigChampagne into an authority within the media and entertainment industries, and the company's metrics and analysis have been cited by major media outlets including The New York Times, The Wall Street Journal, The Financial Times, and more.

Among the speakers for transmitCHINA 2011 are:

- \* Si Shen - CEO & Co-founder, PapayaMobile, a leading social gaming network for mobile and one of the hottest mobile startups in China
- \* Larry Namer - CEO & President, Metan Development Group (and formerly the co-founder of E! Entertainment Television) which develops media and entertainment specifically for the Chinese market
- \* David Neale - Office of the CMO, Research In Motion (BlackBerry)
- \* David Ben Kay - Chairman, Yuanfen~Flow, a Beijing-based creative tech incubator focused on launching globally minded companies in China through the fusion of art, technology and sustainability
- \* Kelly Cha - Radio DJ and Recording Artist (MC), founder and host of the popular radio programme ZhaZha Club, broadcast seven days a week on CRI's Easy FM and featuring musical guests from around the globe
- \* Eric Garland - CEO, BigChampagne (MC)
- \* Catherine Leung - General Manager of Music and Entertainment, Baidu

One can be certain that the discussions will include a stronger, more bilateral relationship between Western and Eastern markets and the immediate opportunities and long-term viability that such a partnership would bring about. Also sure to be a hot topic is the fact that by not conforming to Western standards and/or business models, China has managed to create a dynamic, ever evolving industry that is both innovative and adaptable. It is clear that both East and West have something to learn from each other, as well as from others in the international community.

The transmitCHINA conference will be held September 14th – 16th at the Commune by the Great Wall, hailed in 2005 by Business Week as the "New Architectural Wonder of China." More than 20 Western and Chinese artists will

perform at the festival for a crowd of more than 20,000 on September 17th at Beijing's Chaoyang Sports Park.