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transmitCHINA 2011 drills down on new models of revenue and content delivery focused on creative industries and technology platforms in the Chinese marketplace

Vancouver, BC / Beijing - September 1, 2011 - Gliding into the biggest and best attended edition of its four year history, transmitCHINA 2011 presented by BlackBerry is the world's leading think-tank event connecting international and Chinese leaders, thinkers, innovators and entrepreneurs from a cross-section of creative content and technology industries. Taking place in Beijing from September 14th to 17th, this invitation-only conference at the Commune by the Great Wall will feature the exclusive pre-launch of the BlackBerry PlayBook in China.

Founded in 2007 by Canadian company, Fantan Group, transmitCHINA is the best recognized international summit taking place in China that offers leading edge thinkers and entrepreneurs the opportunity to connect face-to-face with global industry leaders through roundtable discussions and specialized B2B forums. By offering the signature roundtable format (developed at the first transmitNOW event in North America in 2005), transmitCHINA allows participants to gather and drill down on the issues that are relevant in the content and technology industries with organizations that are leaders and trailblazers in their own respective sectors.

Tyl van Toorn, Founder and Executive Producer of transmitCHINA, reviews the status of this year's project with excitement. "When we first evaluated the possibility of presenting this type of event in China, we knew we had to make a long-term commitment out of respect to the unique socio-economic attributes of this region," say van Toorn. Both the Executive and China-based Host Producers, SplitWorks, are finding it hard to keep up with the level of interest in this year's project.

Van Toorn continues. "In all honesty, Chinese consumers are better versed at acquiring music and other forms of content through cloud-based services than most Western consumers and there have been big leaps in enforceable copyright regulation over the past year, so it seems

like the timing is right for an international meeting like this to be hosted permanently in Beijing.”

Each year, three themes are selected for discussion at transmitCHINA roundtables. This year’s discussions focus on the following themes: *Content in the Cloud: De-centralized Data Storage and the Future of IP*, *Understanding the Technology of Culture*, and the *Global Relevance of China’s Creative Industries*.

transmitCHINA 2011 will also welcome keynote presenters, all of whom bring individual knowledge and experience of operating in the digital Chinese market. This year’s presenters are: Catherine Leung, General Manager of Music and Entertainment for the largest content portal in China, Baidu; Si Shen, CEO and Co-founder of the world’s company-to-watch in social gaming, PapayaMobile; David Neale, Office of the CMO, Research In Motion (BlackBerry); Larry Namer, CEO & President, Metan Development Group; David Ben Kay, Chairman, Yuanfen~Flow; Eric Garland, CEO of BigChampagne, and Kelly Cha, host of the ZhaZhaClub Show.

“We have been really excited about the speakers and featured roundtable participants that have jumped on board this year. This offering is by far the best we’ve ever had in China,” says transmitCHINA Director of Programming, Jonas Woost. “We are truly able to connect international participants to real decision makers in the Chinese creative content, mobile and internet sectors. We have some serious tech trailblazers including executives coming in from Baidu, Huayi Brothers, Tianji, Tencent, Youku, QQ, 2K Games and dozens more.”

On the international front, the transmitCHINA initiative continues to attract participation from some of the world’s most recognized players from the content, entertainment and mobile platforms including Warner, Universal, Research In Motion, Ogilvy & Mather, Google, PacketVideo, YouTube, Rdio, IODA, Nokia, Beggars Group, The Orchard, and Mobile Roadie, among others.

“And all of this is happening overlooking the Great Wall of China in one of the most amazing, inspiring spaces one could possibly imagine,” says this year’s Conference Chair and CEO of BigChampagne, Eric Garland.

A Fantan Group initiative, transmitNOW has hosted 10 conferences worldwide since its inception in 2005. transmitCHINA is by invitation-only and allows for a maximum of 150 creative industry executives from China, North America and other select markets.

transmitCHINA presented by BlackBerry is supported by the following partners: Polar Mobile, Sonos, Exicon, Yuanfen~Flow, Canadian Music Publishers’ Association, Peking University, Royal Roads University, the Province of British Columbia and the Government of Ontario.

For more information regarding transmitCHINA 2011 and other Fantan Group initiatives, visit www.transmitnow.com. To request an invitation to participate, please contact reg.coordinator@transmitnow.com.

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