

“18 Reasons Why” . . . And then some!

CASBAA Convention 2012



Hong Kong, July 3, 2012 – CASBAA's annual flagship event will take place from October 29 to November 1, 2012 at the Grand Hyatt Hong Kong. This year's theme, "18 Reasons Why," illustrates how the CASBAA Convention is consistently the industry's must attend event in the region.

With 18 markets, 18 conference sessions, 18 data snapshots and 18 holes of golf, the CASBAA Convention 2012 will feature a powerful line-up including Opening Keynote Ben Silverman (Electus) with David Zaslav (Discovery Communications), Gerhard Zeiler (Turner Broadcasting System International) as well as Robert Kyncl (Google), Richard Freudenstein (Foxtel), Sheikh Ahmed bin Jassim bin Mohammed Al-Thani (Al Jazeera), along with Mohamed Sharil Tarmizi (Malaysian Communications and Multimedia Commission)*.

Topics covered will range from redefining TV models, the changing modes of media consumption, the impact of over-the-top and digital terrestrial television services, the importance of localised content, socializing TV, and the challenges of regulating an increasingly competitive set of technologies and industries.

Additionally, case studies on how pay TV does maximise ROI along with detailed "market watches" for Myanmar, Indonesia, Thailand, Vietnam and more will be supported by workshops on cross media research, transcoding technologies, integrated subscriber marketing and ring-fencing the pirates providing useable, real world, practical tool kits.

"18 Reasons Why" not only reflects our 18 markets, but is a potent reminder that the CASBAA Convention is much more than just another conference in the diary," said Simon Twiston Davies, CEO, CASBAA. "It's the Asia Pacific industry annual general meeting."

From its beginning in 1991 representing a barebones cable industry, CASBAA has emerged as the primary voice for a sector reaching 420 million connections under a footprint of 18 markets – Australia, China, Hong Kong, India, Indonesia, Japan, Macau, Malaysia, Myanmar, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

CASBAA also represents diverse sectors with member organisations drawn from pay TV channels, multichannel platforms, technology specialists, the global advertising sectors, the region's most important regulators, Asia Pacific satellite operators, and a whole world of online and digital service providers.

As our industry recognises the vital role of collaboration, for both market growth or individual success, the CASBAA Convention is the venue where today's leaders join forces, where ideas are explored and where business is generated.

Added Twiston Davies: "Reasons to attend are myriad but the message is clear – the CASBAA Convention 2012...can you afford to miss it?"

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

*Speaker line-up subject to change

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About CASBAA – www.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](#).

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