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ALL THAT MATTERS ANNOUNCES LARGEST CONFERENCE PROGRAMME EVER!

SINGAPORE, August 14, 2017 – Organisers of the award winning All That Matters, Asia’s leading music, sports & entertainment industry conference, have announced the programme and speaker line-up for next month’s five-day B2B2Fan conference and music festival. The conference will be staged at The Ritz-Carlton Millenia, Singapore from September, 11-13.

With three weeks to go, event organizer Branded announces its biggest and most diverse conference programme yet, bringing together over 30 keynotes and 125 speakers who will participate in more than 70 sessions across the programmes’ five content tracks, encompassing Music, Sports, Gaming, Online and Marketing.

Speaking about the programme and speaker line up, Co-Founder and CEO of Branded, Jasper Donat said:

“The power is with the people! The digital media and entertainment industry is being blown wide open and the fan is most certainly in control. The programme for this year’s All That Matters is more diverse and more comprehensive than ever before reflecting the quantum change that this industry is enjoying. We have more keynote speakers talking at more sessions across more content tracks than ever before. We also have some of the very best names in their respective fields joining us to share their thoughts on the trends that will shape the future of our industry.”

“Aside from panel discussions and keynotes, we’ve also designed the programme to ensure that there are plenty of breakout sessions, opportunities to network, to exchange ideas, and to socialise. I have no doubt that All That Matters 2017 will be insightful, highly informative and a lot of fun. We’re looking forward to it,” he added.



The last decade has seen an explosion of technological innovation in the music industry. Featuring keynote speakers including Lyor Cohen, Global Head of Music at YouTube and Hartwig Masuch, CEO at BMG, plus a dedicated *China Music Forum*, hosted by Tencent Music Entertainment Group which includes their CEO, Cussion Pang and the Music Matters Academy designed specifically for 200 up and coming artists, **Music Matters** will seek to explore the catalysts behind such fast-paced growth, while providing some perspective on the trends that look set to shape the future.

Presented by FOX Sports, **Sports Matters** will debate the continued convergence of sport and entertainment and will cover topics including the commercialisation of esports, rugby, golf, India, China and much more.

Chase Carey, Executive Chairman and CEO of Formula 1 will share his thoughts on the future of Formula 1. With all eyes on Japan, *Cool Japan! The Road to 2020* will present a unique perspective on what Rugby World Cup's debut in north Asia and the 2020 Olympics mean for both Japan and entertainment fans around the world. China is also a major focus for the conference. Speakers from Wanda, CMC, SECA, Alisports, CAA, and Johnson Yeh of Riot Games will elaborate on the upcoming League of Legends World Championships, hosted for the first time in the 90,000-seat Bird's Nest stadium in Beijing. Attendees will also meet and hear from Italo Zanzi, Executive Vice President & Managing Director, Sports, Fox Networks Group Asia.

The online Gaming and eSports industry is possibly the most exciting area of the entertainment industry today and **Gaming Matters** will provide conference goers with an insight into some explosive industry trends and highlight how the development of e-gaming is creating opportunities for growth within other industries. Featuring Kevin Lin COO of Twitch, the world's leading social video platform and community for gamers and creators with close to 10 million daily community members making the platform a true industry leader.

Online Matters goes to the very heart of the video revolution featuring some of the leaders of the biggest companies leading the charge including Rob Roy, VP Content Acquisition at Netflix, Hosi Simon, Global General Manager, VICE and Anil Nihalani, Head of Connected Media at Mediacorp.

Marketing Matters, in conjunction with the World Federation of Advertisers and Ogilvy, focuses on the buy side of the media and entertainment business and looks to provide marketers with new ways to reach audiences in 2020 and provide insights on marketing strategy optimization, automation, AI and more. Speakers include Vice President of Media at the world's largest advertiser Unilever, David Porter, who will talk about getting the conscious, cognisant and connected consumers to talk to you, while a panel discussion featuring speakers from Publicis Media Group, Columbus and Lazada Group will debate *Performance Marketing: The Convergence of Media, Content and Commerce* plus much more.

At night and throughout the preceding weekend (September 9-10), All That Matters delegates will be given the opportunity to continue their networking as over 40 bands from around the world entertain delegates as part of the Music Matters Live festival at Chijmes.

All That Matters is the region's premiere 'Business-2-Business-2-Fan' event experience. Taking place from September 9-13 at The Ritz-Carlton Millenia, Singapore, All That Matters will once again bring thousands of executives and music fans to Singapore to enjoy the entertainment and debate the trends that continue to shape Asia's billion-dollar music, sports, entertainment and online industries.



Tickets are available to buy, priced from US\$599 at <http://www.allthatmatters.asia/main/>. Attendees can also sign up to All That Matters Weekly Trends for the latest programme announcements and updates at: <http://eepurl.com/bcVDiv>

ENDS

Notes to Editor:

Highlights:

- Twice winner of the Singapore Experience Awards' Trade Event of the Year, All That Matters hosts a week-long festival once again, bringing together the Music, Sport, Gaming, Online Entertainment and Marketing industries and expanding the programme to include Gaming in 2017.
 - Five distinct tracks complemented by trans-disciplinary themes:
 - Music Matters (presented by Tencent Music Entertainment Group)
 - Sports Matters (presented by FOX Networks Group Asia)
 - Gaming Matters - NEW to ATM format in 2017!
 - Online Matters - previously Digital Matters
 - Marketing Matters (in partnership with the World Federation of Advertisers and Ogilvy)
 - The 12th Annual Music Matters Live festival will return in 2017 with more than 40 bands. The free-to-attend event offers a dynamic list of emerging home-grown and international music talent the opportunity to perform live in Singapore. More to be announced shortly.
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PROGRAMME CONTENT:



Now in its 12th year, **Music Matters** has secured its place as the pioneer music industry event in the Asia Pacific region and continues to entice the most influential figures in the global music scene to Singapore. The industry is riding a wave of optimism and positivity not seen for a decade and we intend to celebrate this turning point. The huge potential of the Chinese music industry will continue to be discussed as a key theme in 2017, as will streaming with revenues growing exponentially over the last 12 months. Music Matters will



explore this growth along with technology advances, live music and touring, publishing and media with insights from managers, promoters, record labels and the streaming services themselves featuring high profile keynote interviews and themed panel discussions.

The **Music Matters Live** festival is Asia's most diverse music gathering and will feature over 50 bands from around the world and include country specific 'gateways' and artist showcases. The 2017 Call for Bands has been announced and as it's well known on the touring circuit as the destination for Asian artist discovery we are expecting a huge number of entries again this year. The festival provides the opportunity for bands to perform in front of some of the most powerful decision makers in the music world, creating connections to key developing and established markets throughout the region.



Sports Matters is established as the premier event for key stakeholders who are committed to promoting a healthy and sustainable pan-regional sports industry and whose success is connected to the business of sport in Asia. In its 5th year, Sports Matters 2017 will highlight the greater fusion of sport and entertainment. In addition to the continued analysis of China's influence in the international sports marketplace, the programme will explore tech in sport, the economic impact of sporting events on North Asian economies, as well rugby, golf, football and more...



Reflecting our innovative approach to bringing our audience the latest trends in the entertainment market, **Gaming Matters** will be added to the programme in 2017. The Gaming programme will focus on the growth of Gaming and the big business of eSports and Streamers; who are the big players and how they are building and sustaining market share throughout the Asian online market. More importantly, we will be looking at what opportunity gaming presents for other industries, are those opportunities being leveraged to drive revenue growth, and if not, what more could be done to capitalise on this massive trend.



With a new name in 2017, Digital Matters evolves into **Online Matters** to focus entirely on the use of online as the backbone of content delivery platforms used across the Asian and global entertainment, marketing and advertising industries. Online Matters provides the perfect platform for cross-industry discussions on video innovations, with a behind-the-streams perspective on audience engagement, influencers, social media, brand storytelling, and how technology is shaping the content landscape in Asia.



Marketing Matters had its inaugural year in 2016 with huge success and returns in 2017 in conjunction with the World Federation of Advertisers and Ogilvy to continue the exploration into the future of marketing. Combining the expertise and reach of the three companies, Marketing Matters will look to uncover how to reach audiences in 2020 and provide insights on the strategy of optimization, automation, AI and much more.

ABOUT BRANDED

Founded in 2002 and recognised as a top 10 Event Marketing Agency by Marketing Magazine, Branded produces live media that matters, connecting businesses, brands, celebrities and fans through large and small scale events, specialising in the media, entertainment and sports industries.

We own and operate the award winning “Matters” series including Sports, Online, Marketing, Gaming and Music Matters. We are the original producers of the YouTube FanFest and are Global Partners with Google on the world’s largest touring live celebration of online content. We created It’s a Girl Thing and have also published magazines, run off to join many carnivals and even launched a newspaper in Hong Kong. We have Walked with Dinosaurs, danced with Grease the Musical, sung with Cats, Rocked You with Queen and even stuck an Omega on Coco Lee’s wrist.

We excel in the conceptualisation, programming, organisation, and production of dynamic conferences, live music festivals, educational academies, and fan events globally. We are an independent company staffed by passionate multi-cultural, multi-lingual and multi-talented individuals with offices in Hong Kong and Singapore and affiliations that reach all corners of the world.

Most importantly, we really enjoy making it matter for everyone we work with.

Website & social media links:

Branded



All That Matters @allthatmatters #Matters17



Music Matters Live @musicmatters #MMLive17





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