



A full year ahead

Simon Twiston Davies, Chief Executive Officer (CEO) of Cable & Satellite Broadcasting Association of Asia (CASBAA), outlines the Association's agenda for 2007.

The Cable & Satellite Broadcasting Association of Asia (CASBAA) has recently announced its strategic direction for 2007, as well as the results of 2006 Annual General Meeting elections to the CASBAA Council of Governors and Board of Directors.

According to Marcel Fenez, CASBAA Chairman, in 2007 the Association is to focus on the increasing impact of Mobile technology, also noting a clear signal from the Council of Governors to step up initiatives in India and China. CASBAA will continue to engage the regulatory authorities in multiple markets and promote industry development in Indonesia, Vietnam and Pakistan among others. In addition, CASBAA will strive to demonstrate the effectiveness of pay Television (pay-TV) as an advertising medium and thus challenge other traditional media for advertising revenues.

Fenez noted that in the past 12 months CASBAA had been consistently consulted by government, media and the community at large on market structure and regulatory issues. "On an almost daily basis

CASBAA is engaging with decision-makers across the region regarding regulatory and intellectual property rights issues while maintaining a steady output of studies on markets and the benefits of effective regulation and the cost of pay-TV piracy," said Fenez.

CASBAA also announced that the following were newly elected to the CASBAA Council of Governors, the Association's leading advisory body: Craig Zimbulis, President and Chief Operating Officer (COO) of Anytime; Gabriel Pimentel, President and CEO of Mabuhay Satellite; Ian Barnard, President of MIH Asia; Juno Henares Chuidian, Head of Programmes Acquisition of SkyVision Corporation (Sky Cable); Malcolm Spry, CEO of AGB Nielsen Media Research and Susan Ho, Head of Creative, Media and Tech Industries, Client Relations of Standard Chartered Bank. Re-elected to the Council were: Christine Fellowes, Managing Director (MD) of E! Entertainment HK; Hugh Stephens, Senior Vice President (SVP) International relations & Strategic Policy, Asia-Pacific of Time Warner; Jeanette Chan, Partner at Paul, Weiss, Rifkind, Wharton & Garrison; Jeremy Pink, CEO/GM of CNBC Asia; Nic van Zwanenberg, Regional Director, Distribution and Business Development of BBC World; Nigel Francis (Individual); PJ Wong, Founder, Chairman and CEO of iMediaHouse; Thierry Raymaekers, GM, Sales and Marketing of Irdeto; and William Pfeiffer, CEO of Celestial Pictures.

The results of Elections to the CASBAA Board of Directors were as follows: Jonathan Spink, CEO of HBO Asia; Peter Jackson, CEO of AsiaSat; Sompan Charumilinda, EVP-Chairman, United Broadcasting Corporation; Nic van Zwanenberg, Regional Director, Distribution and Business Development of BBC World and William Pfeiffer, CEO of Celestial Pictures, were re-elected.

Retaining seats on the CASBAA Board of Directors 2006 for the second year of two-year terms are Ian Carroll, SVP and GM, Turner International Asia Pacific; James Ross, Regional Director, Granada International/ITV Worldwide; Marcel Fenez, Asia-Pacific Leader, Entertainment and Media Practice PricewaterhouseCoopers and Michelle Guthrie, CEO of STAR Group. Stepping down from the CASBAA Council of Governors were Jeanne Marie Gescher, President of Claydon Gescher Associates and Karl Rossiter, Chief Technology Officer (CTO) of Zieland Productions.

"CASBAA would like to thank Jeanne-Marie and Karl for their outstanding commitment and contributions to the Association and to the industry" said Fenez, adding that industry-wide representation continues to be a strong feature of the CASBAA Council of Governors.

CASBAA Forum is converging on satellite

CASBAA will stage the seventh annual CASBAA Satellite Industry Forum in Singapore on Monday, 18 June 2007. The CASBAA Satellite Industry Forum traditionally acts as a curtain-raiser for the CommunicAsia and BroadcastAsia trade shows in Singapore.

Themed 'Converging on Satellite', issues to be addressed during the one day high-profile meeting of global and regional industry leaders include the impact on satellite markets of proposed WiMax



Membership growth for CASBAA

With the onset of 2007, the Cable & Satellite Broadcasting Association of Asia (CASBAA) has announced a new Patron Member and four new Corporate Members of the of the Association.

The new CASBAA Patron Member is newly-launched pay-TV network Asia Broadcast Networks, along with new CASBAA Corporate Members children's content specialist HiT Entertainment, Singapore-based satellite services provider Globecast, conditional access supplier Viaccess and New Zealand-based broadcaster Television New Zealand. Meanwhile, global satellite capacity supplier Intelsat has upgraded its CASBAA membership to Patron status.

"The breadth of the new memberships highlights the dynamic environment for Asia's pay-TV market," said Simon Twiston Davies, the CASBAA CEO. "The response to CASBAA's year-end 2006 activities, including the CASBAA Convention in Hong Kong and the release of our year-end industry data clearly illustrates the value of the Association."

The CASBAA members program for 2007 – which includes training schemes (the CASBAA Media College), CASBAA Market Reports (Indonesia and Taiwan, among others), IPR seminars and networking events, as well as the CASBAA Satellite Industry Forum (18 June), the CASBAA China Forum (late August) and the CASBAA Convention 2007 (30 October – 2 November) – will provide new value to CASBAA members and the industry at large, said Twiston Davies.

"CASBAA looks forward to working with our new members in particular throughout 2007," said Marcel Fenez, the Chairman of CASBAA. "With this type of sectoral and geographic support our effectiveness as a voice for the industry and as a networking organisation continues to grow."



'It's all about Content!' That is the theme for the CASBAA Convention 2007 to be staged 30 October, to 2 November at Hong Kong's Academy for Performing Arts.

deployments, the real story behind the satellite-to-mobile TV opportunity and the demand drivers for High Definition Television (HDTV) services. Invited satellite industry leaders include Hamadoun Toure, Secretary General of the International Telecommunications Union (ITU) in Geneva, David McGlade, CEO of the world's largest satellite system operator, Intelsat in the US and Dan Goldberg, the CEO of innovative North American market leader Telesat.

As always, there will be a sharp focus on satellite market development within Asia, with leading speakers drawn from some of the fastest growing markets in the world – India, Indonesia, Thailand, Japan and Malaysia – sharing their insights.

Meanwhile, the regulatory environment underpins our industry and a close examination of that environment will provide new insights on the future of the Asia-Pacific market.

"Given the opportunities provided by the changing Asian landscape and the challenges from new technologies, we are seeing unprecedented development within Asia," said David Ball, Chairman of the CASBAA Satellite Industry Committee and Regional VP, Asia Pacific, for Intelsat.

The CASBAA Satellite Industry Forum is the premier forum in Asia for satellite market strategy discussions," said Simon Twiston Davies, CEO CASBAA. "This year will be a banner year for Asia-Pacific satellite services as their value as primary carriers for video and back up for data services is reinforced."

CASBAA Convention 2007: It's all about Content

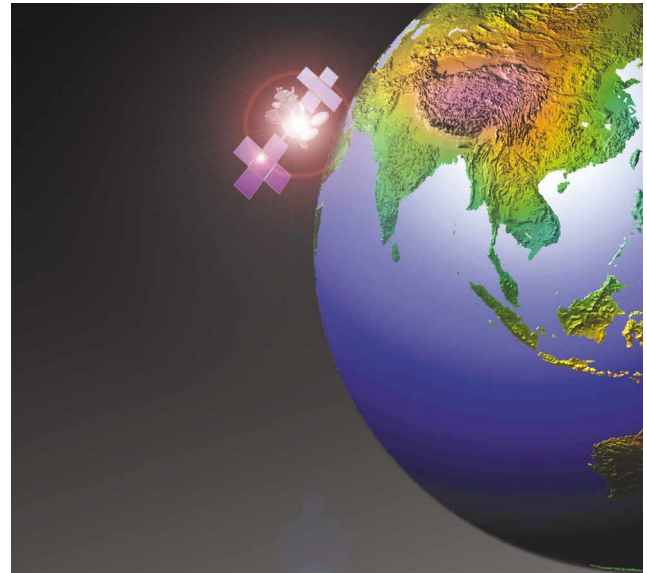
'It's all about Content!' That is the theme for the CASBAA Convention 2007 to be staged 30 October, to 2 November at Hong Kong's Academy for Performing Arts. Focusing on the most vital market driver for pay-TV services, video content, the Convention 2007 will highlight how: "The relationship between content, carriage, customers and revenue is indivisible," said Fenez. "There is now a deeper industry-wide recognition that whether the platform is cable, satellite, broadband, mobile or any other delivery mode consumers ultimately pay for the images on screen."

According to CASBAA, with the need to maximise viewership and revenues in a world of proliferating channels, the delineation of quality niche products is gaining ever greater relevance. Meanwhile, a more sophisticated understanding of consumer behaviour and the development of related marketing campaigns all flow back to the core product: compelling content.

The ever-changing technology landscape will also feature strongly during the CASBAA Convention 2007, as will the mega-markets of China and India and the still green-field markets of Indonesia and Vietnam. The annual CASBAA Convention brings together broadcast executives and technology specialists from Asia and around the world to exchange views and information during high-powered interactive debates.

"This is where Asia's pay-TV decision-makers meet market dynamics head on," said Twiston Davies. "First comes carriage, but then you need Content!"

The 2006 event attracted global executives to Hong Kong to hear the likes of Michael Fries, President and CEO of Liberty Global; Remi Hinduja, Chairman of Hinduja TM; Louise Sams, President of Turner Broadcasting System International; Irwin Gottlieb, Global CEO of Group M and Carlyle Group MD, John Kwun. ■



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