

Navigating the Chinese TV Market

Date: : 19 March 2018 (Monday)
 Time: : 10:00 – 12:00
 Venue: : Starlight Theatre, Hall 1, Hong Kong Convention and Exhibition Centre
 Organiser: : Hong Kong Trade Development Council
 Language(s) : Mandarin (*with simultaneous interpretation in Cantonese and English*)

Introduction:

The impact of video platform is far and wide, which has been affecting ratings of traditional TV channels and even the ecosystem of the TV industry as a whole, including IP, high pays for actors, pricey production cost, screenwriting as well as viewing habit. What are the challenges and changes faced by industry players in the Chinese mainland and the Asian region at this turning point?

A number of leading figures in the mainland TV sector, including studios, distributors, OTT platform and big data research company, are invited to the forum for discussion of the prospect, challenges and forecasted changes in the mainland market.

Time	Programme
09:45 – 10:00	Registration
10:00 – 11:30	<p><u>Panel Discussion</u></p> <p>Moderator: Mr Chiang Sheng-yang, Presenter, Phoenix Satellite Television</p> <p>Speakers (in alphabetical order):</p> <ul style="list-style-type: none"> • Mr Chen Xiao, Vice President, iQIYI • Mr Hou Hong-liang, CEO, Daylight Entertainment Co., Ltd • Ms Catherine Liu, Associate General Manager of Entgroup Solution Centre, Beijing EntGroup Century DataTechnology Co., Ltd • Mr Liu Zhi, Executive President, Croton Cultural Media Co., Ltd • Mr Ma Zhong-jun, Chairman / President, Ciwen Media Co., Ltd • Mr Wu Hong-liang, Chairman of the Board, Talent Television and Film Co.,Ltd
11:30 – 12:00	<u>Q&A Session</u>
End	