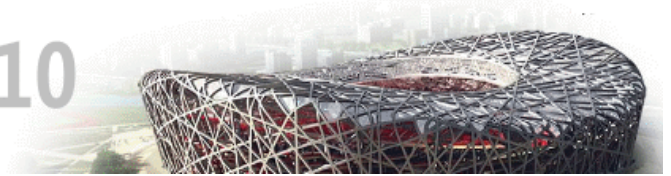


nextv forum 2010



April 8-9, 2010, Avic Hotel, Beijing

Event Highlights

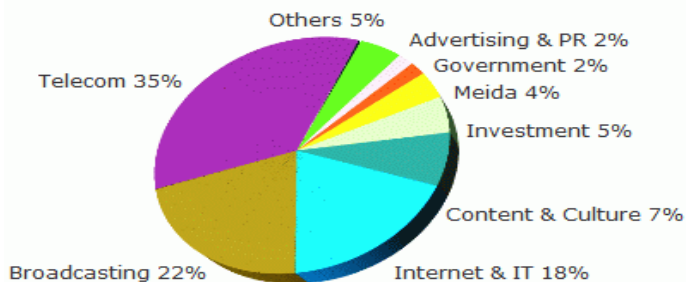
NexTV Forum is the premier conference and exhibition for the telecom, broadcasting, and Internet industry's players to get together and discuss Next-Gen TV service delivery, marketing, and content over Next-Gen technologies and devices. NexTV Forum 2010, this coming April in Beijing, will assemble dozens of experts from carriers, equipment and component supplier, content and service providers, software vendor, and analyst communities to explore the latest developments and future trends of Next-Gen TV and video industry. The event will be of particular benefit to anyone developing or planning Next-Gen TV technologies and services including IPTV, Mobile TV, DTV, and Internet TV etc.

Admittance to NexTV Forum 2010 is by registration only. Visitor promotion will target industry and enterprise decision makers – with a focus on C-level executives, VPs, and SVPs. All registration applications are screened by both NexTV Forum staff and moderators to ensure they come from the appropriate demographics.

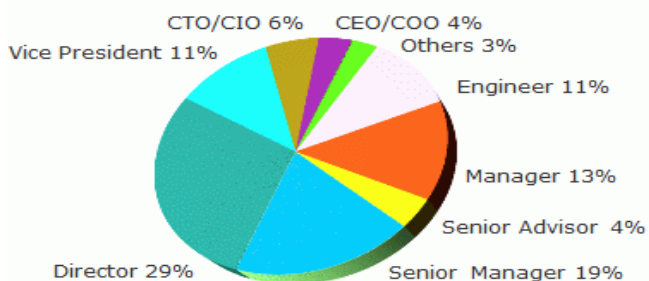
By affiliating your brand with the NexTV Forum 2010, you can take a leadership position within the Next-Gen TV industry. Sponsorships at NexTV Forum deliver cost-effective marketing exposure and branding of your company to your target audience.

Why Attend

Industrial Distribution



Primary Job Function



➤ Learn from telecom carriers, broadcasters, Internet companies, content providers, equipment providers, brands, advertisers and analysts.

➤ Understand the key trends during Next-Gen TV - hear an up to date analysis on the current state of the market and how it continues to grow and attract new audiences.

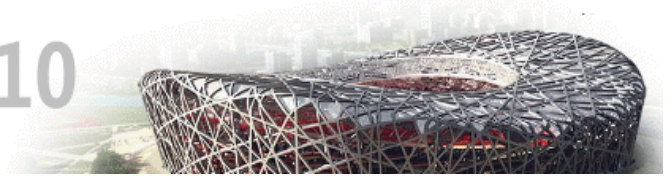
➤ Hear about the key challenges of Next-Gen TV and how to overcome these.

➤ Learn about the integration of Next-Gen networking into the TV and video value chain.

➤ Look into the future of Next-Gen TV and debate what lies ahead.

➤ Network with all speakers, sponsors, press and attendees at the Networking Reception.

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Agenda

DAY 1 April 8 Thursday

8:30 Registration and speed networking

A chance to get to know your peers before the start of the conference and set a relaxed atmosphere

9:00 Chairman's opening remarks

- Highlighting World's role at the forefront of Next-Gen TV development
- Importance of innovation and originality in driving technology forward in Asia and China
- Promoting communication and collaboration across the continent to benefit Next-Gen TV long-term



Session 1: Next-Gen TV Today – The Facts

9:20 Trends driving Next-Gen TV - facts and figures

- Growth of Next-Gen TV and the Next-Gen Networks
- Maximising audiences of Next-Gen TV
- User generated content – the rise and its future role

9:40 The opportunity for Next-Gen Networks to offer Next-Gen TV services

- Can the shift in time being spent on Next-Gen Networks, transform them into a TV, and Pay TV delivery platform for the future?
- Challenging current traditional networks as a delivery platform.
- What impact does this pose for traditional TV platforms of satellite, terrestrial, and cable?

10:00 Overcoming the fragmented network

- Making sure audiences have access to the same content regardless of content, provider, platform, or viewing device.
- Distributing content across multiple platforms and devices – is this the answer.
- Next-Gen telecom, broadcasting and Internet Networks.

10:20 Networking break & exhibition visit

Session 2: Next-Gen TV strategies

10:30 Turning Next-Gen TV into an 'anytime, anywhere' experience

- What should publishers include and, more importantly, ignore
- Working with handsets, platforms and mobile service providers
- Cost effective solutions for start-ups

10:50 Mobile internet: it's just the beginning

- Is mobile internet good enough for app-based internet usage?
- How will widespread 3G and WiMAX impact mobile internet usage/experience?
- Will mobile internet usage overtake PC?

11:10 Marketing on international Next-Gen TV

- Using multiple platforms
- Discuss overlap, engagement, traffic and trends in mobile.
- Advertising case studies.

11:30 Market research - three screen convergence in 2010-2015

- The report investigates convergence across the PC, TV and mobile with a view to predicting developments within the sector in 2010.
- It looks at previous technology-driven attempts at converged services including bringing Internet to the living room TV, mobile video calling and mobile video streaming, and likely developments over the coming year.
- Three screen market outlook in 2010-2015

11:50 Panel: What impact will

Next-Gen TV have on the telecom, broadcasting and Internet industries as a whole?

The impact of Next-Gen networks moving into the Next-Gen TV business. Will Next-Gen networks take on the role of content aggregators or producers? How can the TV industry harness Next-Gen TV telecom, broadcasting and Internet networks as a delivery platform?

12:20 Q&A Session

12:30 Lunch & Exhibition Visit

Session 3: The future of the IPTV

14:00 Enhancing the brand and localising international content

- Viewers love quality international content and respect global brands.
- How have international players adapted to domestic broadcasters growing in stature?
- What lessons can be learnt from partnering with local companies?

14:20 Delivering a high quality viewing experience to your viewer

- Listening to the expectations of an audience used to LCD and HD quality
- Assessing new technology
- Eliminating barriers to total immersion

14:40 Legal challenges facing operators and content providers

- Negotiating new agreements for broadcasting on the IPTV platform
- Achieving multi-territory rights clearance
- Understanding conditional access and DRM options for mobile content

15:00 Panel: Early adopters and Next-Gen Technologies

- Getting a return on investment
- What do customers want to watch on their TV and how much are they willing to pay?
- Case studies of IPTV in Asia

15:30 Q&A

15:40 Networking break & exhibition

visit

Session 4: Mobile TV is more than TV on mobile

16:10 Delivering Mobile TV over 3G

- The benefits of the Mobile TV solution compared with broadcast alternatives.
- How Mobile TV allows 3G operators to build a profitable business model?
- In-depth case study of a Asia operators deployment of a commercial Mobile TV network.

16:30 Converged Mobile TV as a key differentiator for mobile operators

- How to find the optimal content proposition and how to place such services in the market?
- How things fit together: IPTV, Mobile (IP)TV, DVB-H...
- Additional/alternative revenues due to mobile advertising and/or interactive elements.

16:50 Will advertising assist Mobile TV in creating a substantial business case?

- Potential and effectiveness of advertising
- Who will benefit most from advertising on Mobile TV?
- Is Mobile TV advertising financing a way forward for the business case?

17:10 Panel: Which technologies are most suitable for a quick service uptake?

How to ensure an end to end content protection service in multi-sourced and standardised environment?

Enhancing customer experience by providing access to the same TV content at home on you TV, on the move on you mobile either in 3G or DVB-H depending on QoS available.

17:30 Q&A

Session 5: Opportunities in the Digital Cable TV

14:00 Cable's reaction to multiple rivals

- The threat from telcos led to substantial cable consolidation, and

then massive investment in network upgrades.

- How do the cable operators see themselves now?
- Are they still in the TV business or does triple-play completely change the way they deal with their customers?



14:20 Triple-play – friend or foe for TV?

- Telcos and cable operators can make higher ARPU from tripleplay packages, which offer limited linear TV channels and VOD potential.
- What does the move to triple-play mean for the TV sector?
- Which new services will increase TV revenues for triple-play operators?

14:40 Advertising opportunities in the Digital TV

- With many channels competing for limited advertising revenues, how can they all thrive in the long-run?
- Can they benefit from other revenue sources?
- Advertising market trends in the Digital TV.

15:00 Panel: Looking beyond Subscriptions for TV Revenues

TV ARPU from subscription services is, at best, flat. Once operators have

enjoyed the ARPU boost by converting subs from analogue, monthly fees don't grow much. More and more operators are offering advanced services such as HDTV, DVRs and on-demand services. How will these services drive ARPU?

15:30 Q&A

15:40 Networking break & exhibition visit

Session 6: Which business models of Internet TV are driving revenues?

16:10 Placing value on Internet TV

- Online video adverts are commanding CPMs that are higher than some rates for multichannel TV.
- Which brands are willing to pay for online video adverts?
- How can advertisers target the right consumers?

16:30 Building online audiences

- Free-to-air broadcasters want to attract digital-savvy consumers and online video could be the answer?
- But does this cannibalise TV audiences or is online additive?
- And what demographics does online video attract?

16:50 Online video market forecasts and growth potential

- Expectations are high for TV over the net, so how much potential does the market have?

- Where is the money coming from - advertising, pay-per-view or subscriptions?
- What should investors be looking for?

17:10 Panel: Monetizing TV over the Internet

Which business models work for TV over the Internet? Do some models work better for certain genres? What is a fair revenue distribution model for the involved parties and how can content owners realise the value of their assets online?

17:30 Q&A

17:40 Close of day 1

DAY 2 April 9 Friday

Morning: Next-Gen TV Training

Introduction to Next-Gen TV

- Definition of Next-Gen TV
- Market Trends
- The Players
- Example Next-Gen TV Services and Features
- Business Models
- Triple-Play, Quad-Play and Combinational Services
- Technologies for Next-Gen TV
- Digital TV Formats and Standards
- Conditional Access (CA)
- Digital Rights Management (DRM)

Next-Gen TV Technology

- Architecture and Network Components
- Service Delivery and Control
- Access Network Requirements
- Wired and Wireless Access technologies
- Content Distribution Networks
- Customer Premise Equipment

Access Network

- Access Network Requirements
- Wireline Access Technologies
- Digital Subscriber Line
- Next-Gen Telecom Networks
- Next-Gen Cable Networks-
- Next-Gen Internet Networks-

Formats and Protocols

- Coding
- Transport Formats
- Protocols
- Network Architectures and Protocols for Next-Gen TV
- Quality of Service (QoS) Requirements
- QoS Options

Service Delivery and Management

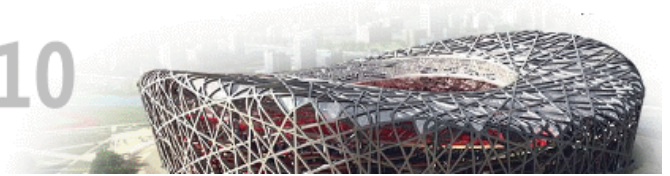
- Billing Requirements for Next-Gen TV
- Billing Platform Architecture
- Customer Care Facilities
- Operations and Maintenance
- Security Considerations
- Protecting Network Data
- Service Misuse
- Conditional Access
- Digital Rights Management

Afternoon: Beijing Tour



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NexTV Award - leading Next-Gen TV industry awards are now open for entry

Overview:

The NexTV Awards are designed to highlight and reward the latest change-driving products, services, innovation and initiatives from across the Next-Gen TV eco-system that serve the diverse telecom, broadcasting and Internet market place.

The awards are judged by an independent panel comprising leading journalists, analysts and academics from across the region. They are open to players from across the industry value-chain that provide Next-Gen TV products and services that are commercially available today in at least one TV market.

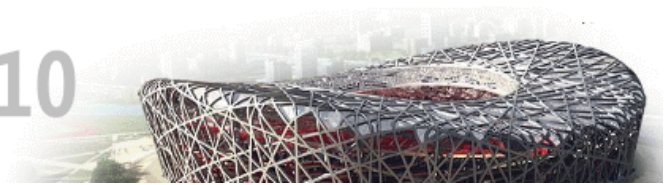
The awards deadline is 8th March 2010, leading to a very special presentation ceremony in Beijing, on 8th April, during the NexTV Forum 2010.

Judges for the NexTV Awards 2010

The awards are judged by an independent panel comprising leading journalists, analysts and academics from across the region. They are open to players from across the industry value-chain that provide Next-Gen TV products and services that are commercially available today in at least one TV market.

- | | |
|--|--|
| <input type="checkbox"/> NexTV Total Solution Award | <input type="checkbox"/> NexTV Testing Award |
| <input type="checkbox"/> NexTV Access Network Award | <input type="checkbox"/> NexTV Middleware Award |
| <input type="checkbox"/> NexTV Conditional Access Award | <input type="checkbox"/> NexTV Encading Award |
| <input type="checkbox"/> NexTV Digital Rights Management Award | <input type="checkbox"/> NexTV Customer Premises Equipment Award |

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NexTV Forum is indisputably the place to do Next-Gen TV business. Enhance your brand, increase your exposure, and attract visitors to your stand or website during the NexTV Forum 2010.

By affiliating your brand with the NexTV Forum 2010, you can take a leadership position within the Next-Gen TV industry. Sponsorships at NexTV Forum deliver cost-effective marketing exposure and branding of your company to your target audience.

• Benefits of Sponsorship

- › Meet the decision makers from around the world all under one roof: the most sought after keynote speakers attract specific, targeted and high quality delegates to your stand. Your chance to meet the industry's leaders face to face.
- › Capitalise on established networking platforms: the NexTV Forum has a fantastic heritage with strong contacts in the industry and access to high quality content knowledge.
- › Be part of the world-class Next-Gen TV event: putting you in touch with global press coverage and benefiting from our extensive promotional campaign.

• All Sponsorships include

- › Signature Sponsor
- › Diamond Sponsor
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- › Standard Exhibit Space
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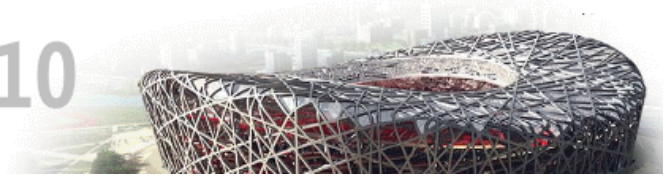
- › VIP Lounge Sponsor
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For more information on sponsorship and promotion opportunities at NexTV Forum, please contact:

Louis Lee Email: louis.lee@intlives.com Tel:+861051298539 Fax:+861058859327

Any sponsorship questions. contact: Louis Lee Email: louis.lee@intlives.com Tel: +861051298539

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Venue

Avic Hotel is a business hotel integrating accommodation, dining and entertainment. The hotel is located in the prosperous “CBD” with convenient transportation and favorable environment.



Address: No. 10 Yi, Central East Third Ring Road, Chaoyang District, Beijing
Phone: +86 10 65661188
Post Code: 100022

Accommodation

• China World Hotel
No. 1 Jianguomenwai Street,
Chaoyang District, Beijing 100004
T: +86 10 6505 2266 F: +86 10 6505 0828
<http://www.shangri-la.com/en/property/beijing/chinaworld>

• Park Hyatt Beijing
No. 2 Jianguomenwai Street,

Chaoyang District, Beijing 100022
T: +86 10 8567 1234 F: +86 10 8567 1000
<http://beijing.park.hyatt.com/hyatt/hotels/>

• New World Hotel Beijing
Hu jia Lou,
Chaoyang District, Beijing 100020
T: +86 10 65978888 F: +86 10 65973388
<http://www.beijing.newworldhotels.com/>

Tour

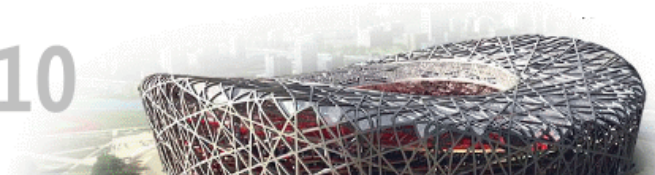
Beijing, the capital of China, is a city where the ancient culture and the modern civilization are well integrated. It attracts tens of millions of visitors and tourists both at home and abroad each year to enjoy its rich culture and wonderful scenery.

Beijing is endowed with rare cultural heritage by its long history. The Great Wall, one of the world wonders and the only piece of man-made architecture that can be seen from the space, meanders through mountains and valleys for hundreds of kilometers in the region of Beijing. The poetic and picturesque Summer Palace is a classic work of the imperial garden. The Forbidden City is the most splendid architectural complex of imperial palaces in the world. The Temple of Heaven is the place of worship for emperors of Ming and Qing dynasties as well as a masterpiece of ancient Chinese architectural art.



■ Fax to: 86-10-58859327 or Email to: cindy.chow@intlives.com

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Registration

If you would like to register for this event please complete the form below and fax back to +86-10-58859327 or email to: cindy.chow@intlives.com

| Delegate | | Delegate 2 | |
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| Title(Mr, Mrs...) | | First Name | |
| First Name | | Last Name/Surname | |
| Last Name/Surname | | Job Title | |
| Job Title | | Company Name | |
| Department | | E-mail | |
| Company Name | | Delegate 3 | |
| E-Mail | | First Name | |
| Direct Phone | | Last Name/Surname | |
| Fax | | Job Title | |
| Town/City | | Company Name | |
| Country | | E-mail | |

Reservation

| | | |
|------------------------|--|-----------------------------------|
| Conference Pass | <input type="checkbox"/> Early Booking USD 200 | <input type="checkbox"/> RMB 1000 |
|------------------------|--|-----------------------------------|

Payment

I/We would like to pay by: bank transfer credit card

Delegate Terms and Conditions

1. In respect of any conference we reserve the right to vary the content, timetable, location or speakers, or to cancel the event. In such circumstances we accept no liability for the variation or cancellation, but in the event of a cancellation only we will refund the registration fee.
2. If you cancel your booking the full fee will be payable unless a written notice of cancellation is received by us at least 45 working days prior to the event, in which case the fee will be refunded, less an administration charge of USD 100 per place cancelled. A substitute delegate may attend at no extra cost provided you give us written notice of this.
3. Payment is due with submission of your booking form. No admittance will be allowed to the conference if full payment has not been received.
4. Spaces may be limited and therefore submission of your booking form and payment does not guarantee you a place. The despatch by us, whether by email or letter, of written confirmation of your booking will constitute a legally binding contract.
5. You are not, without our permission allowed to reproduce any part of the conference materials or make audio or visual recordings at the conference.
6. We reserve the right to refuse entry or eject people from the conference.
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