

Beyond the digital age: The search for relevance

GLOBAL ENTERTAINMENT & MEDIA OUTLOOK LAUNCH 2010





Dato' Amrin Awaluddin
Group Managing Director
Media Prima Berhad

Amrin is the Group Managing Director of Media Prima Berhad. He holds a Bachelor of Business Administration (Honours) from Acadia University, Canada and Master of Business Administration (Finance) with Distinction from University of Hull, England.

As the former Chief Financial Officer of TV3 he was involved in implementing the restructuring and turnaround of TV3 and The New Straits Times Press (M) Bhd, which led to the incorporation of Media Prima and his appointment as its Group Chief Financial Officer. Amrin played a pivotal role in transforming Media Prima into an integrated media group with a solid financial position. He was involved in the acquisitions and restructurings of 8TV in 2003, ntv7, TV9, Hot FM and Fly FM in 2005 which contributed to the consolidation of the domestic TV industry and Media Prima's maiden expansion into radio.

Amrin sits on the Board of Media Prima's subsidiaries. He is also the Vice Chairman of Content Forum Commission of Malaysia (CMCF), and a Board Member of Kuala Lumpur Business Club (KLBC). Amrin was also recently appointed as a member for the Asian Television Awards Advisory Board.

Prior to joining TV3 and Media Prima, Amrin was with Amanah Merchant Bank Berhad, the Senior General Manager overseeing group finance and group corporate affairs at Renong Berhad, and the Chief Operating Officer of Putera Capital Berhad.

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Monday, 6 September 2010

Programme

- 9.00 am **Welcome & introduction**
- 9.15 am **Surfing Thru Digital Waves**
Dato' Amrin Awaluddin
Group Managing Director
Media Prima Berhad
and
Izham Omar
Chief Executive Officer
Alt Media, Media Prima (New Media)
- 9.45 am **The Creative Economy**
Tony Savarimuthu
Chief Executive Officer
McCann Worldgroup Malaysia and
Singapore
- 10.15 am **Towards 2014: the search for
position in the digital value chain**
Phil Stokes
Entertainment & Media EMEA Leader
PricewaterhouseCoopers LLP
- 11.00 am **Ends**



Ahmad Izham Omar
Chief Executive Officer
Alt Media, Media Prima (New
Media)

With a mission to always produce something new, exciting and different, Ahmad Izham Omar has ignited many different industries.

In 8TV he created a strong and profitable Malaysian TV station, which continues to create a major impact with innovative productions, even receiving global recognition for creative excellence.

He was involved in the launching of Malaysia's top radio stations Hot FM, Fly FM and One FM. Izham has been involved in the production of albums for Asian and European artists and has won several AIM awards including for Best Album and Best Rock Album for his work on Faizal Tahir.

In 2009, Izham was appointed CEO of Alt Media, leading the Malaysian broadcasting industry's foray into the world of new media. Alt Media has a monthly average of 30 million video views of its online content.

Izham has been awarded Most Promising Entrepreneur Award by Enterprise Asia for his work on 8TV. He was awarded the Lifetime Achievement Award by VIMA (Voice of Independent Music Awards) for his contribution to music and is on the Board of Trustees for the Asian Television Awards

Izham has an MBA from Suffolk University, Boston and a Bachelor of Music in Music Production & Engineering from Berklee College of Music, Boston.



Tony Savarimuthu
Chief Executive Officer
McCann WorldGroup Malaysia
and Singapore

Tony Savarimuthu is CEO of McCann Worldgroup Malaysia and Singapore. McCann handles a wide portfolio of blue-chip clients such as Nestle, L'Oreal, MasterCard, KFC, Coca-Cola, Prudential and Sime Darby. McCann has also worked on many social causes and done work for the National Stroke Foundation, National Kidney Foundation, PS The Children and The National Cancer Society.

Prior to joining McCann, Tony was Executive VP of Marketing & Strategic Planning for MBF Cards Malaysia, one of the largest issuers of MasterCard in the region. He also spent 11 years at Leo Burnett, and served as Group Executive Director of the Leo Burnett Group and as General Manager.

Tony is a UK Business & Marketing graduate and obtained his MBA from Sheffield Hallam University, UK. He passed the UK CAM Foundation Diploma with Honours and holds a UK Chartered Institute of Marketing Diploma. He is a Fellow of the Institute of Commercial Management.

Tony is currently the Vice President of the 4As Council and chairs the Knowledge Management Committee. He is a board director of IACT College, and a regular columnist for The Sun. He is also a publisher of the globally circulated McCann Knowledge Quarterly Journal.



Phil Stokes
Entertainment & Media EMEA
Leader
PricewaterhouseCoopers LLP

Phil is a London-based partner who leads the PricewaterhouseCoopers (PwC) Entertainment and Media (E&M) industry group in Europe, the Middle East and Africa (EMEA). He has worked across a wide range of industry specialisms including magazine and newspaper publishing, film production, television and radio broadcasting, music, above- and below-the-line advertising, market research and sports.

In addition to his UK and other EMEA experience, Phil has undertaken secondments to PwC in New York and San Francisco.

He works closely with E&M industry experts and groups across EMEA, and North America and Asia Pacific, and sits on PwC's global publishing industry subgroup. Phil is also the EMEA representative on the editorial panel of PwC's annual Global Entertainment and Media Outlook publication, which forecasts the revenue trends across E&M sectors for the following five year period.

