




SMF Ignite 2016 Event Programme

Time	Sessions	Time	Sessions
9.00am	Registration		
GAMING MATTERS TRACK (Seminar Room, Level 2) Register		DIGITAL TRACK (Training Room, Level 1) Register	
10.00am	Panel #1: Working with Brands	10.00am	Dailymotion Academy – Digital Distribution and Creative Process
10.45am	Legal Insights: Know your Rights		
11.15am	Panel #2: Best FANS Forever		
12.00pm	Networking Luncheon (Level 2 – Common Area)		
GAMING MATTERS TRACK (Collaboration Area, Level 1) Register		DIGITAL TRACK (Training Room, Level 1) Register	
2.00pm	Opening Comments	2.00pm	Panel #1: The Evolving Media Business Landscape
2.05pm	Keynote #1: CEO Interview	3.00pm	Panel #2: Fashion and Beauty: Engaging Through Influencers
2.45pm	Panel #1: Gaming 101		
3.20pm	Panel #2: eSports Matters	4.00pm	Break
4.00pm	Keynote #2 + Meet the Gamers Gamers Matter	4.30pm	Panel #3: Navigating the VR Landscape
		StyleHaul Style Up! – Private Curated Session (By Invite Only) – Level 1 Register	
5.30pm	SMF Ignite Networking Event		
7.30pm	Meet the Gamers: Gamer/Fan Q&A Gamer Meet & Greet	Sundown Networking Party	
9.00pm	End of Programme		


29 Nov 2016 (Tue)
From 9am
PIXEL Building
 10 Central Exchange Green
 Singapore 138649



Kindly note that parking will not be available at PIXEL Building. We encourage guests to park at **Fusionopolis One** or **Galaxis**.

 Join the conversation: [#SMFIgnite](#)
 [IMPIXELcreator](#) / [IMPIXELgamer](#)

DIGITAL TRACK

10.00am – 12.00pm: Training Room, Level 1

DAILYMOTION ACADEMY – DIGITAL DISTRIBUTION AND CREATIVE PROCESS

Having a strong original idea and concept is the core of any online content creation. Distribution plays an important role in the process too, so creators can maximise revenue and reach for their content. Join the Dailymotion Academy as they share insights on the best practices for creators in areas of content management and distribution, as well as working with demand drivers such as brands and networks like MCNs and publishers.

Speaker: Antoine Nazaret, Head of Content, Dailymotion

2.00pm – 3.00pm: Training Room, Level 1

PANEL #1 – THE EVOLVING MEDIA BUSINESS LANDSCAPE

Technological advancements and proliferation have brought about the media convergence trend and hence an evolving media landscape. There lies within opportunities along with challenges for media professionals particularly those in the traditional media businesses such as TV, Film and Animation. Hear from some of the industry experts on their experience in creating content for the evolving landscape, how they use technology to enhance audience engagement, and the new business paradigms/monetisation models for digital platforms.

Moderator:

- Damien Bray, CEO, Brand New Media, Asia

Panellists:

- Antoine Nazaret, Head of Content, Dailymotion
- Derek Tan, Co-founder, Viddsee
- Sashim Parmanand, CEO, One Animation

3.00pm – 4.00pm: Training Room, Level 1

PANEL #2 – FASHION AND BEAUTY: ENGAGING THROUGH INFLUENCERS

Marketing in the fashion and beauty industry has evolved to focus on content marketing. Find out how online content creators leveraged on this paradigm shift to carve a business/career.

Moderator:

- Philip Kitcher, VP Asia Pacific, StyleHaul

Panellists:

- Gillian Tan, Founder, Clicknetwork
- Sharon Au, styleXstyle, MediaCorp
- Jade Seah, Media Personality and Content Creator

Speakers' bio



Antoine Nazaret
Head of Content,
Dailymotion

Antoine Nazaret has over 10 years of experience in the media and internet industry. He joined Dailymotion eight years ago, at the beginning of a streaming adventure that has seen the platform takes its place as one of the world's largest video platforms with 250 million monthly users and millions of video views every day.



Damien Bray
CEO Asia,
Brand New Media

Damien Bray is the CEO Asia of Brand New Media. He has driven the company's global expansion with operations now in the United Kingdom, Europe, United States, Asia and Australia. Damien has more than 25 years of experience in creating, producing, distributing, commercialising and marketing entertainment properties for major brands.



Derek Tan
Co-founder, Viddsee

Derek Tan is the co-founder of Viddsee, a media & tech company that distributes and markets short movies through community-driven networks. Derek used to head up Asia business development for Silicon Valley start-up Cooliris, and led product development in Internet TV at StarHub.



Sashim Parmanand
CEO, One Animation

Sashim Parmanand has over 15 years experience in the media, entertainment and gaming industries leading revenue growth strategies. She has held senior level roles at Cartoon Network and Rainbow S.r.l. driving strategic business development and brand management.



Philip Kitcher
VP Asia Pacific, StyleHaul

Philip Kitcher leads regional business development, revenue & strategic partnerships for StyleHaul, Asia's #1 beauty & fashion multi-platform network. He has 20 years of experience in creative, marketing, sales, business development & general management in branded media operations across Asia, Middle East & Europe.

DIGITAL TRACK

4.30pm – 6.30pm: Training Room, Level 1

PANEL #3: NAVIGATING THE VR LANDSCAPE

VR may be the talk of the town, but do you know what it takes to make a compelling VR content? Find out more about the business model of VR, the challenges and opportunities for content creators and media businesses, and the future of the medium.

Moderator:

- Desmond Ng, Chairman of Singapore Computer Society (SCS) AR/VR Committee

Panellists:

- Stephen Lee, Head of i3 (Innovation, Investment, Incubation), StarHub
- Vikram Channa, VP, Production and Development, Discovery
- Chua Khim Guan, Head of Products, Samsung Singapore
- TK Ng, Asia Pacific Representative, Side Effects Software

4.00pm – 8.30pm: Level 1

[By Invite Only] STYLEHAUL STYLE UP! – Private Curated Session

A small scale creator collaboration/mentoring session conducted by StyleHaul, featuring creators in the beauty/ fashion genre.



Gillian Tan
Founder,
Clicknetwork

Gillian Tan is the founder of video production company Munkysuperstar Pictures and online TV channel clicknetwork.TV, which has over 935,000 subscribers and over 230 million video views to date.



Sharon Au
styleXstyle,
MediaCorp

Sharon Au is the lead of MediaCorp's fashion community portal *styleXstyle*. Under her stewardship, *styleXstyle.com* spun off Asia Style Collection, a FashionXMusic extravaganza bringing Asian talent together on one runway.



Jade Seah
Media Personality and
Content Creator

Jade Seah is a Singapore-based media personality with 10 years of experience on both television and radio. Jade is also a strong online personality with an Instagram account of over 50,000 followers, and a Twitter following of over 20,000. She runs a YouTube channel 'Jade Seah OFFICIAL', sharing style tips, fashion/beauty tutorials and travelogues.

Speakers' bio



Desmond Ng
Chairman, SCS
AR/VR Committee

Desmond Ng is the Chairman of Singapore Computer Society, as well as the Director of Business Development at EON Reality, a multinational virtual reality and augmented reality software developer. He is responsible for the company's business development, focused on 3D virtual reality in sectors including the government, educational, architecture and medical.



Stephen Lee
Head of i3, StarHub

Stephen Lee leads StarHub i3, which supports the company's transformation into a new media organisation for the next generation. Prior to his current role, Stephen headed the Advanced Multimedia Services team at StarHub that manages a comprehensive suite of mobile entertainment and broadband value-added services. He has spent 15 years in the Digital VAS industry and donned the hat of product development for the last 17 years.



Vikram Channa
VP, Production &
Development, Discovery

As VP of Production and Development, Vikram is responsible for the production of all original Discovery content out of Asia-Pacific, leading his team to produce approximately 100 hours of programming every year across DNAP's portfolio channel brands. Vikram has executive produced over 500 documentaries, several of which garnered accolades at events such as the Asia Television Awards, New York Festival, and the Academy Awards.



Chua Khim Guan
Head of Products, Samsung Singapore

Chua Khim Guan brings over 10 years of experience in the telecommunications business, and he currently heads the product management team in Samsung Singapore (SAPL), which covers VR, phones, tablets for both the consumer and enterprise space.



TK Ng
Asia Pacific Representative,
Side Effects Software

TK Ng is the Asia Pacific Representative at Side Effects Software which develops 3D animation and special effects software for use in films, commercials, and video games. He has founded several companies like Third Sight and Silicon Illusions.

GAMING MATTERS TRACK

By Branded Ltd

Business 101: 'How to' Sessions for the Gaming startup business

10.00am – 10.45am: Seminar Room, Level 2

PANEL #1: WORKING WITH BRANDS

Panel session between leading advertising agency and platform

Moderator:

- Scott Munro, Managing Director and Chief Content Officer, Branded Ltd

Panellists:

- Chris Stephenson, Head of Strategy and Planning (APAC), PHD
- Nopparat Yokubon, App Developer and Sales Leader (AUNZ, SEA), Google

10.45am – 11.15am: Seminar Room, Level 2

LEGAL INSIGHTS: KNOW YOUR RIGHTS

Rights, regulations and rules and how to protect your company and its brands

Speaker: Matt Pollins, Partner, Olswang

11.15am – 12.00pm: Seminar Room, Level 2

PANEL #2: BEST FANS FOREVER

Building out a subscriber base

Moderator:

- Nicholas Khoo (SCOGA)

Panellists:

- Elicia Lee, Gamestart
- Matt Beyer, Twitch
- Rainel Tan, Bandai Namco

Gaming 101

2.00pm – 2.05pm: Collaboration Area, Level 1

OPENING COMMENTS

Research into the various Gaming verticals to set the scene and provide valuable reference topics for discussion

Speaker: Scott Munro, Managing Director and Chief Content Officer, Branded Ltd

2.05pm – 2.45pm: Collaboration Area, Level 1

KEYNOTE #1: CEO INTERVIEW

Setting the scene

Speaker: TBC

2.45pm – 3.20pm: Collaboration Area, Level 1

PANEL #1: GAMING 101

An introduction to the wide world of online gaming. Leading gaming companies talk about the basics of gaming.

Moderator:

- Matt Pollins, Partner, Olswang

Panellists:

- Elicia Lee, Gamestart
- Matt Beyer, Twitch
- Chris Stephenson, PHD



Chris Stephenson
Head of Strategy and Planning (APAC), PHD



Matt Pollins
Partner, Olswang



Benjamin Pommeraud
GM of Singapore & Malaysia, Riot Games



CK Lee
VP of Sports Business, Astro



Elicia Lee
Founder Gamestart

GAMING MATTERS TRACK

By Branded Ltd

Gaming 101

3.20pm – 4.00pm: Collaboration Area, Level 1

PANEL #2: ESPORTS MATTERS

eSports has exploded worldwide in 2016 but the eSport industry is pretty fragmented, with different stakeholders from different areas of expertise doing their own thing. There is no one unifying platform for the community. The majority of eSports content is viewed on mobile and PC. Is there an opportunity for broadcasters to get into this space for TV broadcast?

Moderator:

- Nicholas Khoo (SCOGA)

Panellists:

- Mickael Piantchenko, ESL
- Benjamin Pommeraud, GM of Singapore & Malaysia, Riot Games
- CK Lee, VP of Sports Business, Astro

4:00pm – 5.00pm: Collaboration Area, Level 1

KEYNOTE #2 + MEET THE GAMERS: GAMING MATTERS

Interview with four leading international and local Gamers

Speakers:

- Dar Nothaft, General Manager, Polaris
- Jian Hao Tan / Danial Ron (@NOTGOODGAMERS)
- Meghan Camarena, SB 17 (@Strawburry17)
- Benny Potter (@Comicstorian)
- Ando (@UnlistedLeaf)

Meet the Gamers

7:30pm – 9.00pm: Collaboration Area, Level 1

GAMER/FAN Q&A

Moderated Q&A with Gamers and invited fans

GAMER MEET & GREET

Meet & Greet international and local Gamers

- Jian Hao Tan / Danial Ron (@NOTGOODGAMERS)
- Meghan Camarena, SB 17 (@Strawburry17)
- Benny Potter (@Comicstorian)
- Ando (@UnlistedLeaf)



NOTGOODGAMERS



Strawburry17



Comicstorian



UnlistedLeaf

Visit gamingmatters.asia for more information