

## **Pushing the Limits of Digital Entertainment with Cutting Edge Technology**

*World Class IT + Exceptional Creativity = Extraordinary Digital Entertainment*

The ICT “(r)evolution” of the past few decades has radically shifted both the production and distribution of media entertainment as well as the global leisure patterns of a new generation. With increased computational capability, enhanced processing power, plus better bandwidth, we’ve seen significant breakthroughs in how media can be created as well as delivered. However, widespread broadband adoption, simultaneous technological advances and decreased operating costs have pushed the IT, Telecommunications, Media and Entertainment industries into a period of great flux.

Virtually every arena of entertainment has been changed by digital technology. Positively, we have seen the rise of more personal creativity and choice. One aspect, for example, that has been dramatically enhanced in the past two decades, is the accessibility of music i.e. music software. For example: for years now, music can be purchased online or downloaded free of charge. One can store a vast library of music on a personal device the size of wallet, making CD’s as obsolete as vinyl record albums. Additionally, digital entertainment is no longer restricted to just the “Big Screen” or one’s TV, as digital content can now be seen anywhere on any device, as with iPads, Smartphones and other high resolution delivery devices.

Since the early 90’s when media content started moving from analog to digital, the “new media”, or digital media has revolutionized nations, (Arab Spring) torn asunder once powerful television networks and engaged a millennial generation via social media in ways never imagined only 25 years ago.

We are witnessing the formation of a new digital ecosystem as the Technology, Telecommunications, Media and Entertainment industries converge, and users, viewers or audience evolve from being mere consumers to active participants.

Creative media makers have endeavored to push the envelope of what’s possible by continually generating new and different digital content experiences. Whether film-maker, videographer, technologist, musician, developer, videogame-maker or modern storyteller, 21<sup>st</sup> Century media producers are collaborating in never before imagined permutations and discovering myriad new ways to entertain.

This year’s Digital Entertainment Leadership Conference (DELF) is dedicated to #1, showcase the work of key individuals who are harnessing IT and driving innovation in digital media content #2, discuss coming trends that will continue to redesign and reshape our future digital media entertainment experience.

## **Digital Entertainment Leadership Forum (DELF) 2013**

### **Pushing the Limits of Digital Entertainment with Cutting-Edge Technology**

Date: Wednesday, 17 April 2013

Venue: Hong Kong Cyberport

- 09:00 – 09:30      **Reception & Registration**
- 09:30 – 9:45      **Welcome and Opening Remarks**  
(Guest-of-Honour, and Mr. Herman Lam, CEO of Cyberport)
- 9:45 – 10:30      **“What’s Trending in Technology and the Next Wave of Digital Entertainment”**  
*Andrew Orgel, CEO of QoL Media, Co-founder MTV (USA)*
- 10:30 – 11:00      **Morning Coffee Break**
- 11:00– 12:30      **“Next Generation Content and Entertainment”**  
*Moderated by Michael Stephens, Stephens Lawyers (NZ)*  
*Robert May, RingZ (USA)*  
*Norman Tan, Tencent/WeChat (CN)*  
*Wiwi Goh, YouTube Asia (SG)*  
*Martin Baynton, Pukeko Pictures (NZ)*
- 12:30 – 13:30      **Networking Luncheon**
- 13:30 – 14:15      **“Future Innovation: ICT and Digital Entertainment”**  
*Alaric McAusland, Managing Director, Deluxe Australia (AU)*
- 14:15 – 15:15      **“Collaborative Media Demonstration**  
  
**Special Project Update on Global Hi-Bandwidth Collaboration including how film and video production collaboration can take place at a distance.**  
*Hosted by Laurin Herr, Executive Director, CineGrid (USA)*
- 15:15 – 15:45      **Afternoon Tea Break**
- 15:45 – 16:30      **“21<sup>st</sup> Century Digital Content Creation”**  
*Dave Gibson, Chairman, The Gibson Group (NZ)*
- 16:30 – 17:15      **Keynote Panel Discussion + Q&A Session**  
*Moderated by Mr. Hal Josephson, President, MediaSense*  
*Joined by three keynotes for an end-of-day interview and dialogue*
- Note:                      Draft program schedule, speakers and suggested titles. Final program TBC.  
Speakers have final say regarding titles and content in their presentations