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FOR IMMEDIATE RELEASE

iHollywood China First Foreign Conference to Partner with Chinese Government to Co-Produce Digital Media Conference

One-of-Kind Partnership Opens China's Media Market to Digital Media Companies

Los Angeles (July 23, 2007) -- iHollywood China makes history as the first foreign company to co-produce a daylong digital media conference with the Chinese government and China's largest television broadcaster, CCTV.

"This is a rare opportunity where the Chinese government will allow key Hollywood players to come face-to-face with Chinese officials and investors to develop exclusive digital media deals in China," said Michael Stroud, whose company, iHollywood Forum, has produced key digital media conferences since 2000. "With nearly 500 million mobile users and 97 million broadband users, China is potentially the world's biggest digital media market. We are the only digital media company who can provide this unprecedented access within the Chinese market."

On August 22, 2007, iHollywood China's one-day forum will kick-off with opening remarks by iHollywood China and iHollywood Forum co-founder/CEO Michael Stroud, to be immediately followed by six digital media panel discussions, including *China's IPTV Rollout*, *China & the Olympics* and other pertinent topics. The daylong program will close with a VIP gala dinner for attendees.

iHollywood China will connect top Hollywood and international technology executives with Chinese government officials, regulators and operators who are shaping the future of new media technologies in China. The US\$695 ticket provides a 3-for-1 advantage to companies that participate: entrance to the daylong iHollywood China; entry to the *China Digital Media Conference*; and a free pass to *BIRTV* (Beijing International Radio, TV and Film Exhibition), the largest television and digital media trade show in China. The two summits will be simultaneously translated in English and Chinese and include numerous deal-making opportunities with Chinese delegates.

Chinese companies in attendance represent the entire range of emerging media in China, including IPTV, satellite television, pay television, broadband content and hardware, and mobile content. With just a year until the 2008 Beijing Olympics, foreign companies will have an unprecedented opportunity to showcase their cutting-edge content to the key Chinese officials overseeing the 2008 games.

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Organizers of BIRTV anticipate more than 50,000 attendees and more than 400 exhibitors introducing their products and services to the growing Chinese economy. Last year, BIRTV hosted 417 exhibitors from 25 countries.

iHollywood China tickets sell for US\$695 and include access to:

- iHollywood China Summit August 22
- iHollywood China Reception Dinner August 22
- BIRTV China Digital Media Conference August 23-24
- BIRTV tradeshow attendee pass August 22-25

Parties can register online or call 310.566.7745 for more information. For complete details including a full schedule of events visit <http://www.ihollywoodchina.com>.

About iHollywood Forum, Inc.™ and iHollywood China

Founded in 2000, Los Angeles-based iHollywood Forum, Inc. produces next-gen roundtables and business summits about digital entertainment and mobile technology. The summits attract a diverse mix of Hollywood and technology executives, entrepreneurs, technology executives, attorneys and others to learn and make deals in an intimate environment. Sessions are typically moderated by top journalists and analysts.

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iHollywood Forum & iHollywood China Press Contact:

David Ng

iHollywood Forum, Inc.

(310) 566-7759 or david@ihollywoodforum.com

Press Credentials to attend iHollywood China:

Complimentary admission for qualified editorial media is only available through pre-registration.

Journalists interested in covering iHollywood China should submit their press credentials to david@ihollywoodforum.com by 5 p.m. PST on Friday August 3, 2007 as space and luncheon capacity is limited. Priority admission will be given to pre-registered press.

FACTSHEET

What: **iHollywood China**

When: August 22, 2007
BIRTV August 20-25, 2007

Where: Room 201, 2nd floor
General Service Building
China International Exhibition Center (CIEC)

Primary Contacts: David Ng, Business Development Manager
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Topics Covered:

- Opportunities for U.S. digital media and mobile partnerships in China
- Selling into China's vast broadcast, satellite and Pay TV infrastructure
- China's IPTV rollout
- China and the Olympics
- The future of multi-channel competition
- New digital rights management and digital asset management models in China
- China's mobile content and television outlook

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Cancellation Policy:

No refunds. Tickets are fully transferable to others by notifying iHollywood China.

iHollywood China August 22, 2007

Room 201, 2nd floor
General Service Building

China International Exhibition Center (CIEC)

PROGRAM AGENDA
Sessions by iHollywood Forum

9:30-10 a.m.

Registration

Executive Networking with BIRTV attendees

10-10:20 a.m.

Keynote: *Opportunities for US digital and mobile partnerships in China*

10:30-11

Keynote: *Content Management Strategies for Broadcasters and Content Owners*

Michael Stroud, Co-Founder/CEO, **iHollywood Forum**

11:10-Noon

China's IPTV Rollout

China has a tremendous opportunity to roll out IPTV and modern interactive digital content within the largest broadband infrastructure in the world. This presentation will examine various IPTV worldwide deployments and seek to answer key factors for success relevant to China's still nascent pay TV market. What must IPTV operators do to build a sustainable business in the face of not just competing pay TV platforms but also hugely popular web 2.0 and P2P content?

EMC

Jeffrey Soong, Chief Executive Officer, **BNS Ltd.**

Noon-1 p.m.

Networking and Exhibition Visit

1:10-2 p.m.

China and the Olympics

Next year's Olympics in Beijing have already proved a powerful catalyst for innovation as China's broadcast industry prepares to deliver pictures for high definition, mobile and web-based platforms. Exposing Chinese media to modern business practices like commercial tendering for sports rights and professionally managed, integrated sports sponsorship is a powerful force for change. China's embrace of new media also provides a unique opportunity to modernize the industry.

Dr. Spincer Koh, Co-founder/CEO, Gorilla Science & Technology Group, Gorilla
Jason Yin, Managing Director, In-Stat China
Mickey Charles, President/CEO, The Sports Network

2:10-3 p.m. The Future Face of Multi-channel Competition

This panel investigates how the foreign Pay-TV market dynamics can help foretell the shape of China's developing Pay-TV landscape. We will also explore the relationship between bundles, advanced services, churn and ARPU to reveal both global best practices and strategies specific to the Chinese Pay-TV market.

Ben Reneker, Senior Analyst, SNL Kagan

3:10-4 p.m. Digital media and convergence defined

Companies present their digital media solutions for the future.

Alex Kanakaris, Founder and Chairman, Wi-Fi TV Inc.

Henry E. Juskiewicz, CEO, Gibson Guitar Corp.

Daniel Brongiel Managing Director, APAC, Mobile and Devices, Adobe Systems

4:10-5 p.m. China's Mobile Television Outlook

Three or more mobile TV services are scheduled to be launched in China ahead of the Beijing games, mirroring other mobile television launches around the world. We examine how the Chinese market is likely to unfold and what mobile standards - DVB-H, S-DMB or Qualcomm's MediaFlo - are most likely to catch hold.

Giordano Bruno Contestabile, Director Asia Pacific, ARENAmobile

Jonathon Linner, CEO/Founder, Limbo

Richard Robinson, CEO, Dada Mobile Asia

5:30-8 p.m. iHollywood China Dinner Reception



iHollywood China will host an exclusive VIP gala dinner for BIRTV and iHollywood conference attendees on August 22. From 5:30 p.m. on, free shuttle service from the exhibition center to the restaurant will be available. Register today as seating is limited for this event.

Location:

左家庄店 Zuojiashuang store of Duck King Restaurant

地 址：北京市朝阳区西四河南路4号（柳芳北街，西四力集西四）

Add: No.4, XiBaHe NanLu, ChaoYang District, Beijing

RSVP for Reception Dinner to david@ihollywoodforum.com