

Conflux Asia/Pacific

April – June 2009



Global online media will continue to grow tremendously especially in the social networking media, video and online marketing areas. Consumer behavior will change such that online access will become a basic requirement of living in the future. The largest brands and organizations are already taking advantage of this new media to execute marketing and PR strategies. To quote Johan Jervoe, Corporate VP, Global Marketing, McDonald's Corporation: *"It's not about technology and wanting to be online constantly. It's about wanting to belong and be connected constantly."*

Adoption of social networking sites in Asia continues to increase among Internet users. Asia is already one of the leading social networking and media markets globally and the number of mobile internet users is far greater than anywhere else in the world. Hence, we have seen increased attention by the US online giants in establishing or expanding footprints in the Asia region.

Conflux (highlights April – June 2009)

Alibaba.com

- David Wei has been appointed President of Alibaba.com. Mr Wei was formerly President of B&Q China.

ArtsHub

- Lisa Watts has been appointed CEO of ArtsHub, which is majority-owned by Simon Baker's Classified Ad Ventures investment arm. Ms Watts was most recently with Sensis.

Baidu.com

- Yu Jun, Vice President of Products at Baidu.com has resigned.

BBC Worldwide Channels

- Mark Whitehead was appointed General Manager and Senior Vice President of BBC Worldwide Channels, Asia. Mr Whitehead was most recently Senior Vice President for Revenue at Discovery Networks Asia.

CareerOne

- Michael Harvey was appointed Chief Executive Officer of the News Limited / Monster Worldwide joint venture in Australia. He replaces Dr Stephen Hollings who has been appointed Director of Sales Strategy at News Limited.

China Unicom

- KongZhong's Vice President of Wireless, Ai Li has been appointed General Manager of Unicom's music subsidiary.
- Dai Renfei, Vice General Manager of Hong Kong and China at Unicom International Communications, the Unicom company in charge of Hong Kong and international business, has been promoted to General Manager of Unicom's WVAS subsidiary, New Space.
- Echostar's Zhang Lei has been appointed Vice General Manager of Unicom's online video subsidiary.

Cypress

- Hitoshi Yoshizawa has been appointed President of Cypress, Japan. Mr Yoshizawa was formerly Director, Head of Channel Sales of Cypress, Japan.



Disney-ABC International Television (DAIT)

Disney-ABC International Television announced an integrated distribution structure for the Asia Pacific with 4 key appointments:

- Dai Hua has been appointed as Vice President, Media Distribution, Greater China. He will continue to oversee the Disney Channel business for the Greater China region. Mr Dai was formerly Head of International TV Operation at Shanghai Media Group.
- Shinbong Kong has been appointed Executive Director, Media Distribution for Korea. Mr Kong will continue with his previous role as the Head of Disney Channel and Disney Interactive Media Group businesses in Korea.
- Raju Venkataraman has been appointed Vice President, Channel Distribution. Mr Venkataraman was formerly Executive Director, Business Operations, Disney Channel Southeast Asia.

eFuture Information Technology

- James Mu has been appointed Vice President and Chief Marketing Officer at eFuture Information Technology. Mr Mu was most recently the Chief Executive Officer of Beijing United Power Real Estate Investment Management Company.

eServGlobal

- Craig Halliday, formerly Chief Operating Officer of Mincom, will assume the position of Chief Operating Officer for eServGlobal, replacing Gerard Lemoing.
- Laurent Lafarge, Chief Executive Officer of eServGlobal leaves the organization in July. He will be replaced by Richard Mathews, formerly Chief Executive Officer of Mincom.

Focus Media

- Willy Yang has resigned from the role of President of Focus Media's online advertising subsidiary Allyes.

Friendster

- Ben Dunn has been appointed Vice President of Friendster in the Philippines and as Global Head of Brand Experience.
- Ian Stewart has been appointed Head of Asia, Global Head of Sales and Trade Marketing of Friendster. Mr Stewart was formerly Senior Vice President of MTV Networks International and Viacom Brand Solutions.

Google

- Preston Lau has resigned from the role of General Manager, Google Hong Kong. John Liu, Google's Vice President of Sales for Greater China region will be supporting the office for the time being.

Hostworks

A number of changes occurred this quarter following the earlier acquisition of Hostworks by Broadcast Australia, part of the ASX listed Macquarie Communications Infrastructure Group:

- Klaus Bartosch, Sales Director for Hostworks, has left the company.
- After 10 years with the firm, Marty Gauvin, founder of the managed services provider Hostworks, left the company in April to explore new start-up opportunities.
- Jim Hassell, former Managing Director at Sun Microsystems Australia has been appointed interim Managing Director at Hostworks. Mr Hassell is Chief Operating Officer at Broadcast Australia.
- Paul Mullen has been appointed Managing Director. Mr Mullen is a long-time Broadcast Australia / Macquarie employee and led the acquisition of Hostworks.
- Kylie Turner, Chief Financial Officer at Hostworks has left the company.
- Peter Wildy, Hostworks' Chief Operating Officer has left the company.

Infinio Group

- Jeffrey Soong has been appointed Chief Executive Officer at Infinio Group. Mr Soong was most recently the Chief Executive Officer of Broadband Network Systems (BNS).

Intabill

- Paul Lilley has been appointed Chief Executive Officer Banking at Intabill. Mr Lilley joins IB Global from Westpac where he was Group General Manager Sales and Service.
- Andrew Pipolo has been appointed Chief Executive Officer, Payments at the company's new acquisition business, IB Global based in Queensland. Mr Pipolo was previously Managing Director of PayPal Australia.

Linktone

- Linktone announced the resignations of Chief Executive Officer, Michael Guangxin Li, Chief Financial Officer, Jimmy Lai, and Chief Operating Officer, Anthony Chia. In addition, Jun Wu and Michael Guangxin Li resigned as members of the Company's Board of Directors.
- Colin Sung was appointed Deputy Chief Executive Officer and Chief Financial Officer. Mr Sung served as Linktone's Chief Financial Officer for two and a half years before resigning in January, 2008 to pursue other interests.
- Hary Tanoesoedibjo has been appointed Chief Executive Officer. Mr Tanoesoedibjo is also currently the Chairman of the company's board.

Mediacorp

- Steven Chan has been appointed Senior Vice President, Interactive Media Division of MediaCorp. He was formerly Executive Director of Asia Mobility Initiative Alliance. Mr Chan was also formerly Director, Internet Services and Product Development Department of M1.

MTV

- Mei Yan was named Managing Director, MTV Networks China and Chief Representative of Viacom Asia in China. Ms Yan was previously Chief Strategy Officer of News Corporation China and Star China.

MySpace

- Wei Lai has been appointed Chief Executive Officer of MySpace China. Mr Wei was formerly Vice-Editor-in-Chief at Sina.

Network Ten

- Nick Spooner joins Network Ten as Chief Digital Media Officer and will be responsible for all online, mobile and related digital media. Mr Spooner was most recently Chief Operating Officer at ninemsn and replaced Damien Smith at Ten Digital.

PayPal

- Farhad Irani has been appointed Head of PayPal's Asia Pacific operations. Mr Irani was formerly Global Head of Credit Cards and Personal Loans at Standard Chartered in Singapore.

Photon Group

- Mark Dalgleish has been appointed Managing Director, Internet and eCommerce at Photon Group. Mr Dalgleish is the founder of C4 Communications, one of Australia's largest digital agencies. He will continue as Executive Chairman of C4 in addition to this new role.

PPLive

- Dr. C. Vincent Tao has been appointed as co-Chief Executive Officer of PPLive. Dr Tao will share the position with PPLive founder Yao Xin, who previously served as Chief Executive Officer. He was previously Executive, Online Services at Microsoft.

Rakuten

- Hiroyuki Nagai has been appointed Executive Officer of Rakuten, Japan. Mr Nagai was formerly Executive Officer of Rakuten KC, Japan.

Seek

- John Alexander has been appointed Non-Executive Director of Seek.
- Chris Anderson resigned from the Board of Seek where he had been a Director since 2004.

Sony

- Voo Chih Yeong has been promoted to Vice-President, Affiliate Sales & Marketing. Mr Voo was previously the Executive Director. He also continues as Head of Sony Entertainment Television.
- Wong Yan-Jong has been promoted from Executive Director to Vice President, AXN Asia. Ms Wong previously headed up AXN Asia as Executive Director.

SpinVox

- Anandh Maistry has been appointed Vice President and General Manager, Asia Pacific of SpinVox. Mr Maistry will be based in Sydney for this role. He was formerly President and Managing Director of Avaya Greater China.

Travelzoo

- Wayne Chou has been appointed Country manager, Travelzoo Greater China. Mr Chou was previously Senior Vice President of the Entertainment Division at Tom Group.

Wall Street Journal

- Almar Latour has been appointed to the newly created role of Editor-in-Chief, Asia, for The Wall Street Journal's print and digital editions. He was most recently Managing Editor of WSJ.com.

Yahoo!

- Yvonne Chang has been appointed Asia Chief at Yahoo! Ms Chang was formerly the Vice President and Head of the Search Center at Alibaba Group's consumer-focused ecommerce site Taobao.com.
- Arun Tadanki has been appointed Managing Director, South Asia, Middle East and Africa for Yahoo! Mr Tadanki was formerly President, Asia Pacific and Middle East of Monster.com.

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