



Special Event

Wednesday, May 7th

Special Event - Open to All Attendees

The Korea Entertainment & Technology Strategic Sessions

Breakthroughs and Challenges: From Technology to Content

For more than a decade, with strong governmental support, Korea has made world-leading breakthroughs in IT and digital media industry through high broadband penetration, advanced mobile technology, digital multimedia broadcasting, on-line games, etc.

This session discusses how Korean content companies are bridging technological breakthroughs to business success in the global/U.S. market, and how to generate creative collaboration between Korea and U.S. We will address:

- Business models and strategies in creating and distributing compelling content
- Creating dynamic synergy between U.S. and Korean industry players
- Next generation content/platform and adaptation to U.S. market
- Pros and Cons of governmental support and control
- Values & challenges Korea brings to the global digital media landscape

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12:30 PM – 12:45 PM

Introduction

Jean Chung, President, Better Communications & Consulting

"Creative Collaboration for Enlightening Future: Why Hollywood should work with Korea"

12:45 PM – 2 :00 PM

Korea Showcase I: Online Game Power House

Sunny Kim, Vice President, Business Department, NHN USA

Minho Kim, Director, Game Operations, Nexon America Inc.

John Choi, Executive Lead, Business Development, Gravity Interactive Inc.

Robert Yae, President, KidsLand TV

John Say, CEO, Say Design, Inc

Moderator:

Christopher Swain, Assistant Professor, USC Cinematic Arts Founder & Co-Director, EA Game Innovation Lab

2 :15 pm – 3 :30 pm

Korea Showcase II: Mobile Content, Platform & Commerce

Kyu Lee, President, Gamevill USA

Pragnesh Shah, President & CEO, Mobilians International, Inc.

Jeremy Ross, Director, New Product Development, Tokyo Pop

Leo Jun, Senior Manager of Games, Helio LLC

Thomas Lee, VP, Business Development/ (former) Manager of Business Development, Nexon America

Moderator

Gary W. Price, President, M4 Interactive, (former) Director Digital Media, Content and Commerce, AT&T

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