

PROGRAM

12:30 pm – 1:45 pm

Session I: Expanding Gaming Horizons: On-line Games, Social Network & Commerce

Korean game businesses have expanded their business opportunities and achieved considerable success in North America. Now they and their U.S. counterparts are integrating social network capabilities and additional methods of generating revenue in order to continue their expansion. This panel brings together U.S. and Korean game industry experts to discuss new business models, emerging trends, and the growing number of strategic partnerships that are enabling more exciting interaction among game players.



Chris Marlowe, Digital Media Consultant, (former) Editorial Director, Hollywood Reporter, Moderator

As a well-known digital media consultant with expertise in video games, mobile applications, IPTV, interactive television, and much more, Chris is in regular demand as a moderator in major conferences, also as a speaker on BBC Radio, CNN, MSNBC and elsewhere. Her in-house experience includes Sony Pictures Digital Entertainment and the Hollywood Reporter, where he served as editorial director. Her published articles include interviews with key executives at all of the major movie, television and companies .

Mike Lansing, Executive Director, Game Service Division, Gravity Interactive, Inc.

www.gravity.co.kr/eng/index.asp

Jikhan Jung, CEO, Gala-net, Inc. www.gala-net.com

Jikhan Jung is co-founder and CEO of Gala-Net, a subsidiary of global online community company Gala, Inc. Bringing decades of experience in online community industry, he has been instrumental in building the company into one of the leading online games publishers in the western market. Prior to joining Gala-Net, he was a producer for Excite Japan. As a producer of massively multiplayer online role playing game Flyff, he was responsible for making the MMORPG one of the most famous online games in Japan. Jikhan holds a Bachelor of Arts degree in Civil Engineering from Yonsei University in Korea.



Ranah Edelin, Vice President of Business Development & Marketing, Raptr www.raptr.com

Ranah Edelin is the VP of Business Development and Marketing at Raptr, a free service that helps you connect with friends who play games. Raptr's goal is to make playing games more fun and social by letting you know when your friends are playing and what achievements they receive. Prior to joining Raptr, Ranah was a VP at EA after EA acquired SingShot, the online karaoke service he was co-founder and CEO of. Ranah was also part of the core executive team that built the Rhapsody music service at Listen.com / RealNetworks. Ranah has an MBA from Stanford and a BA from Brown University.



Philip Yoon, CEO, NHN USA, Inc. www.nhnusainc.com

As a veteran in the gaming, online entertainment and software development industries with a decade of experience, Philip Yun joined NHN USA in December 2004. Philip has been an integral part of NHN USA successful launch into North America, including establishing the popular game portal ijji.com, which offers a wide diversity of free-to-play casual to serious multiplayer online game titles. Prior to NHN USA, Philip turned his passion for gaming into a career with Sony Computer Entertainment Korea where he managed the PlayStation business, marketing and publishing. Philip earned a Bachelor's Degree in Business from Seoul National University.

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Kris Soumas, Head, Lifetime Games Studio www.mylifetime.com

As Head of Lifetime Network's casual gaming division, Kris oversees Lifetime's casual gaming initiative, including the Games channel on myLifetime.com. Kris was responsible for the company's acquisition of Korea's fashion and style game network, Roiworld.com. She manages Lifetime Game Studios Korea headquartered in Seoul and its U.S. operations. Kris has played the leading role in the network's successful Games initiative, including the release of *Blood Ties*, #1 top-selling game in the U.S. and Europe. Previously, she worked for ABC Television, developing ABC.com, ABCNews.com, and also produced Oscars.com®



Paul Kim, Founder & Chief of Marketing & Business Development, BilltoMobile.com/[Danal, Inc.](http://Danal.com) www.builtomobile.com

Paul Kim is a passionate entrepreneur and founder of Danal, Inc. who orchestrated the company's Series-A fundraising in 2007 in a rare transaction that married top-tier U.S. venture capital with a public, Asian company that pioneered the business of charging online transactions to the mobile phone bill. Prior to Danal, Paul worked at Samsung's corporate venture capital group where he performed technology business development and investments in the digital media, telecom, and internet sectors.

2:15 pm – 3:30 pm

Session II: Expansion of TV Platform: Opportunities and Challenges with IPTV – Next Generation Content Delivery that is Here Now

As TV platforms are expanded with the growth of digital media, IPTV has extended the capability of cable and satellite as a delivery platform with the flexibility of the Internet. With IPTV new business opportunities are created, yet many challenges remain. The panel consists of U.S. and Korean industry experts discussing new exciting business models and partnering strategies to increase market size in user penetration and in the service offerings to the buyers. The panel will address significant issues of opportunities and challenges to deliver the next generation of the home entertainment experience to a wider and global audience.

Marty Shindler, CEO, The Shindler Perspective, Inc., Moderator
www.ishindler.com

As a management/entertainment consultant, Marty's experience blends hands on management roles in companies as 20th Century Fox, MGM, Lucasfilm/Industrial Light & Magic and Kodak/Cinesite with professional service work of 12+ years' independent consulting and employment in the entertainment practice of Coopers & Lybrand (PriceWaterhouseCoopers). Marty offers valuable perspectives based on his unique combination of experiences in many aspects of entertainment, technology and business practices.



Nahee Kim, Director, Content & Channel Business, MBC America
www.mbc24tv.com

Nahee is a veteran of international television content distribution with over 15 years of experience. She has joined MBC America, the U.S. branch of Korea's leading national TV network, Munhwa Broadcasting Corporation (MBC), in 1993, and oversees TV, IPTV, VOD, and DVD contents distribution. She played a key role distributing MBC's hit TV drama series such as "My Lovely Samsun" and "Jewel in the Palace" in America. She earned her BA in International Affairs at the University of Colorado, Boulder.

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Emma Brackett, Director - Programming, AT&T U-verse Television

Emma handles all ethnic and faith-based programming for the U-verse television product and is responsible for driving AT&T's three-screen international content strategy. As part of AT&T's Content & Programming group based in Los Angeles, she is a member of the team responsible for bringing to fruition the enterprise-wide converged entertainment services and products initiative. Prior to joining AT&T in 2005, Emma was an attorney with Robie & Matthai, a complex commercial litigation firm in Los Angeles.



Lindsay Gardner, President, Channel Islands www.channelislands.com



Lindsay Gardner is a 25-year veteran of the international television industry with significant experience in sales, strategic planning and deal-making, new media, marketing, production and financing. He is Co-Founder and President of Channel Islands, the IPTV-focused start-up supported by top Hollywood studios. Channel Islands is deploying targeted advertising solutions in IPTV systems in Europe and Asia. Gardner is also a partner with MediaTech Capital Partners LLC., a financier of media- and technology-based companies. Until mid-2007 Gardner was President of Sales & Marketing for Fox Cable Networks, leading the organization that distributes Fox's 31 cable networks, 35 local television stations, plus HD and VOD content. Gardner oversaw distribution and deployment strategies for *FX*, *Fox Sports Net*, *National Geographic Channel* and *Speed Channel*.

John Ham, Founder, Ustream.tv www.ustream.tv

John Ham is the CEO and founder of Ustream, the leading Internet broadcasting platform. As founder, he is responsible for guiding the company's strategy and growth through partnerships, technology innovation and market visibility. Prior to Ustream, John served as the aide-de-camp to the 19TSC Commanding General in South Korea. Before that, he completed five years of active duty in the United States Army, serving in various capacities around the world. John is a graduate of the United States Military Academy at West Point and holds dual degrees in engineering and business.



Lance Ware, CTO, Technicolor Electronic Content Distribution Services

www.technicolor-eds.com

Lance Ware serves as the Chief Technology Officer for Technicolor's Electronic Distribution Services group and has over a decade of digital media space experience. As CTO, Lance is responsible for Technicolor's digital supply chain platform that supports content ingest, hosting, security, delivery, and fulfillment. Prior to Technicolor, he was the co-founder and CEO of SyncCast, a leading digital media fulfillment company specializing in encoding & transcoding, digital rights management, delivery & distribution as well as content management services.

For inquiries or sponsorship opportunities about Korea Sessions,
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