

中国无线营销联盟

MOBILE MARKETING ASSOCIATION CHINA

Mobile Marketing Association (MMA) 是全球著名的行业组织，旨在推动无线营销行业在全球范围内的发展；目前在北美、欧洲、中东、非洲、拉美、亚太等地区设有分支机构；其超过 700 家的会员公司来自全球四十多个国家和地区，业务涉及无线营销生态系统的各个领域，包括广告、手机设备制造、运营、零售、软件提供、服务等。2011 年 4 月，MMA 进入中国，‘MMA China·中国无线营销联盟’在上海成立。

‘MMA China·中国无线营销联盟’将致力于推广中国无线营销行业的发展：制定适应中国市场的移动广告标准；培养并促进品牌商，代理商，移动媒体及电信运营商对无线营销的认知和相互合作；携手第三方的调研机构建立第三方广告效果监测，为无线营销产业创造公证、有效的评估工具；不定期发布关于中国市场的无线营销白皮书和调研报告；组织和举办针对无线营销的高峰论坛，介绍国外移动市场的最新资讯、技术及营销发展动态；对在中国无线营销领域表现突出的广告活动和其代理商和广告主进行表彰。

‘MMA China·中国无线营销联盟’由 DCCI 创始人兼总裁理**胡延平**，亿动广告传媒创始人兼首席执行官**马良骏**，安吉斯媒体集团中国首席执行官**李桂芬**，群邑中国首席执行官**李倩玲**，阳狮锐奇前大中华区主席**李亦非**，宏盟媒体集团前中国首席执行官**叶丽莲**，六位共同创始人联合创建。

The Mobile Marketing Association (MMA) is the premier global trade association representing all players in the mobile marketing value chain. The MMA's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Middle East and Africa (EMEA), Latin America (LATAM), and Asia Pacific (APAC) branches. With more than 700 member companies, the MMA is an action-oriented organization with global focus, regional actions and local relevance. MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices. The MMA China was launched at Shanghai in April 2011.

The MMA China's primary focus is to establish mobile as an indispensable part of the marketing mix in China. By working closely with service carriers, application developers, brands, agencies and other important partners, the MMA China aims to build a sustainable ecosystem for the mobile marketing industry in China and to be the leading association for nation-wide consultation on key industry issues including measurement and metrics, mobile advertising guidelines, codes of conduct and consumer best practices.

The MMA China was co-founded by **Yanping Hu** (General Manager of DCCI), **Joshua Maa** (Founder and CEO of Madhouse), **KF Lee** (CEO of Aegis Media Greater China), **Bessie Lee** (CEO of GroupM China), **Yifei Li** (Former Chair of VivaKi Greater China) and **Elaine Ip** (Former CEO of OMG China).

中国无线营销联盟 联合创始人

MMA China Co-founders

胡延平 Yanping Hu	创始人兼总裁 Founder & President	互联网数据中心 DCCI
马良骏 Joshua Maa	创始人兼首席执行官 Founder & CEO	亿动广告传媒 Madhouse
李桂芬 KF Lee	中国首席执行官 CEO	安吉斯媒体集团大中华区 Aegis Media Greater China
李倩玲 Bessie Lee	中国首席执行官 CEO	群邑中国 GroupM China
李亦非 Yifei Li	前任 主席 Former Chair	阳狮锐奇大中华区 VivaKi Greater China
叶丽莲 Elaine Ip	前任 首席执行官 Former CEO	宏盟媒体集团中国 Omnicom Media China



胡延平 Yanping Hu

创始人&总裁 Founder & President

互联网数据中心 Data Center of China Internet

胡延平先生 1995 年进入互联网领域，先后在《北京青年报》等媒体主持互联网研究专栏，曾经担任《互联网周刊》总编、中国互联网协会交流与发展中心主任等职务。出版多部研究专著，包括《第四种力量——新四化路途当中的信息化与信息产业生态观察》、《跨越数字鸿沟——面对第二次现代化的危机与挑战》、《第二次现代化——信息技术与美国经济新秩序》、《数字蓝皮书·2001 中国网络经济发展生态报告》、《预约新千年》、《奔腾时代》等。

- 2004 年起至今，主持中国互联网发展领域规模最大的年度调查及报告——中国互联网调查及年度报告。
- 数字鸿沟问题在中国国内最早的关注、研究者之一；
- Web2.0 相关研究和行业交流在中国国内最早的倡导、推动者之一；
- Open Platform 开放平台相关研究和行业协作的倡导者之一，促动中国互联网开放协作发展潮流；
- Cross Media 跨媒介相关研究和行业标准制定的主要推动者之一；
- 微众概念提出者，国内最早的微传播研究者之一。



Mr. Yanping Hu has engaged in the China internet research since 1995, and was the Chief Editor of *China Internet Weekly*, in charge of several media's internet research Column, wrote and published a number of research monographs about China internet.

马良骏 Joshua Maa
创始人&首席执行官 Founder & CEO
亿动广告传媒 Madhouse

马良骏是亿动广告传媒(Madhouse)的创始人和首席执行官,亿动广告传媒(Madhouse)已成为中国最大的智能无线广告网络,并前后在上海,北京和广州都开设分支机构。

马良骏同时还是全球无线营销协会(MMA)亚太区的创始会员和董事会成员,并且是全球移动广告委员会的联合主席,制定和发布无线广告标准,并被业界广泛应用。在创办亿动广告传媒(Madhouse)前,马良骏曾任 Tom 在线的执行副总裁,主管无线业务运营及国际业务发展,并在 2005 年成功地将 Tom 在线变为中国营业收入最高的无线增值服务提供商。在加入 Tom 在线之前,马良骏创办了大中华区领先的无线音乐娱乐服务提供商滚石移动并出任创始 CEO。

马良骏在大中华区的新媒体、娱乐和消费者营销行业拥有超过 19 年的管理经验。



Joshua Maa is the Founder and Chief Executive Officer of Madhouse Inc., China's largest and most intelligent mobile ad network, with offices in Shanghai, Beijing, and Guangzhou.

Joshua Maa is the Founding Member and Board Director of MMA APAC (Mobile Marketing Association, Asia Pacific Region), and the Co-Chair of Global Mobile Advertising Committee. The Committee developed and released mobile advertising guidelines which have been widely applied by most global mobile advertising players.

Before founding Madhouse, Joshua Maa was EVP at TOM Online, where he managed the Wireless Business & Operations and International Business Development teams, and helped Tom become the largest Wireless Value-Added Service Provider by revenue in China in 2005. Before TOM Online, Joshua was the Founding CEO of Rock Mobile Corporation, Greater China's leading Mobile Music Entertainment Service Provider.

Joshua has over 19 years of managerial experience in Greater China's New Media, entertainment, and Consumer Marketing industries.



李桂芬 KF Lee
首席执行官 CEO
安吉斯媒体集团大中华区 Aegis Media Greater China

李桂芬有二十多年广告与媒体代理公司经验，协助许多客户有效进行广告营销、媒体沟通及品牌经营，成效显著。2006 年升任安吉斯媒体大中华区 CEO，负责中国大陆、香港与台湾市场的经营发展，提供客户以消费者为核心的品牌全媒体传播服务。

李桂芬于 2010 年获颁“安吉斯媒体全球最佳成就奖”与“2010 年度中国广告业杰出女性奖”。她曾经连续 3 年（2005-2007）获颁“台湾最佳媒体代理商经理人”荣衔；2007 年获得第二届广告节“杰出媒体代理经营人奖”；在 2009 年中国经典传播大奖获得“年度经典传播领袖奖”。

安吉斯媒体集团是媒体专业服务的创始者，于英国伦敦上市公司，服务网遍布全球 97 个国家，147 个城市；连续 11 年为全球成长最快的传播集团。安吉斯媒体集团在大中华区的服务公司包括：凯络媒体（Carat），伟视捷媒体（Vizeum），知世安索帕数字营销（isobar），安布思沛（iProspect）搜索引擎营销，和博视达户外传播（Posterscope），服务网遍及北京、上海、广州、深圳、武汉、香港及台北，总员工人数 1,000 以上。



KF Lee has over 20 years' experience in advertising and media field on helping many clients with their advertising, marketing, communication and branding. In 2006, KF was promoted as Aegis Media CEO, Greater China, in charge of Aegis Media Group's development in Mainland China, Hong Kong and Taiwan, providing consumer-led full media services for clients' brand building campaigns. KF's expertise in brand communication is well recognized. In 2010, KF received the "Best Performance Awards" in Aegis Group Global Conference, and also the "China Outstanding Advertising Women Awards." She was awarded as "Classic Communication Leader of the Year" in China by 2009 China Classic Communication Awards, and Taiwan Brain Magazine & Advertising Association (2A) awarded KF "The Best Manager of the Year – Media Agency" for 3 times – 2005, 2006 & 2007. In 2007, KF was awarded "The Best Manager of Media Agency" by Taiwan Ministry of Economic Affairs.

Aegis Media is the world's leading independent media communications network. It is listed on the London Stock Exchange. Also, it is the fastest growing communication group for 11 years. Aegis Media's five major brands are world-leading marketing and communications businesses: Carat, Vizeum, wwwsisobar (digital marketing), iProspect (search engine marketing), Posterscope (OOH).



李倩玲 Bessie Lee
首席执行官 CEO
群邑中国 GroupM China

李倩玲是中国传媒业界公认的经验丰富和倍受尊敬的首席执行官之一。她在WPP集团从事媒体传播行业长达21年之久。

她于2005年9月出任群邑中国首席执行官，负责集团及旗下媒体代理公司在中国的战略发展、运营及持续增长。自其任职以来，群邑集团业务量增长高达三倍。群邑自2007年以来连续三年成为中国最大的媒介投资管理机构，媒介承揽额高居首位。在她的领导下，群邑中国在数字媒体和整合媒体传播方面实现了巨大拓展。目前群邑集团已经成为中国数字化营销方面的领导者，业务承揽额全国领先。

李倩玲曾先后任职于智威汤逊台湾、传立中国和传立上海。就任群邑中国首席执行官之前，她担任传立中国首席执行官。

她凭借在传媒行业的卓著贡献屡获大奖，包括中国传媒大学颁发的“2010年度传媒人物”，《中国广告》杂志颁发的“影响中国广告30年人物大奖”，中国经济报业协会颁发的“2007中国最具创新竞争力十大传媒人物”，2006年中华全国妇女联合会颁发的“中国经济女性领袖杰出成就奖”。作为世界经济论坛2010妇女赋权全球议程理事会的成员，她是达沃斯论坛的积极参与者和会议主持人。她毕业于美国伊利诺州立大学，获传播学硕士学位。



Bessie Lee is recognized as one of the most experienced and highly respected CEO in the media industry in China. She has worked in the media communications industry for 21 years within the WPP Group.

Bessie is the Chief Executive Officer of GroupM China and is responsible for the strategic development, operations and continued growth of GroupM and its media agencies in China. Since her appointment in 2005, the group's media billings have tripled. GroupM is the number one media holding group in China in terms of billings for the last three consecutive years since 2007. Under her watch, the group's digital and integrated media communication capabilities have expanded considerably and GroupM is now the digital market leader in China in terms of billings.

She previously worked at JWT Taiwan, Mindshare Taiwan and Mindshare Shanghai. Prior to joining GroupM, she was CEO of Mindshare China. Bessie has received numerous media awards in China for her contributions to the industry including Media Person of the Year by the Communication University of China (2010), Media Person with Major Contribution to the Industry by China Advertising magazine (2010), China's top 10 most creative media professionals by the China Economic Newspaper Association (2007) and China's top business women leaders by the All-China Women's Federation (2006). As a member of the World Economic Forum's Global Agenda Council on Women's Empowerment 2010, Bessie is an active participant and moderator at the Davos meetings. She graduated with a Master's degree in communications at the Illinois State University, USA.



李亦非 Yifei Li
前任 主席 Former Chair
阳狮锐奇大中华区 VivaKi Greater China

李亦非在任职阳狮锐奇大中华区主席期间，携手实力传播、星传媒体、博睿传播、狄杰斯、睿域营销和新媒体整合中心的管理层，共同发展公司在大中华区的业务。她将为各品牌管理团队提供支持，推动跨品牌合作，从而实现阳狮锐奇在该地区的运营和商务目标。

加盟阳狮锐奇之前，李亦非在纽交所上市的全球领先资产管理公司高雷基金任中国区董事总经理。在此之前，曾先后担任 MTV Networks 亚洲执行副总裁和维亚康母中国区首席代表。在 MTV 和维亚康母任职期间，李亦非在中国市场成功打造和推广了 MTV、尼克 (Nickelodeon) 少儿品牌及业务。



During her time as the Chair of VivaKi Greater China, Yifei Li worked collaboratively with the regional and local leadership of ZenithOptimedia, Starcom MediaVest Group, VivaKi Exchange, Digitas&Razorfish and VivaKi Nerve Center to strengthen and grow the agencies. She supported the brand leaders to drive cross-brand growth initiatives for VivaKi in China, as well as deliver against operational and financial goals.

Prior to this, Yifei was Managing Director of GLG Partners, a leading global hedge fund. She was previously EVP and Chief Representative of MTV China, and was instrumental to the success of MTV and Nickelodeon in the market.



叶丽莲 Elaine Ip
前任 首席执行官 Former CEO
宏盟集团中国 Omnicom Media Group China

1979 至 1983 年，叶丽莲女士加盟 Far East Ketchum(香港)，并从此开始了其广告职业生涯。

在香港李奥贝纳公司任职 6 年后，前往芝加哥进行思维库培训，并与麦当劳美国客户团队共事一个月。随后任职于盛世长城 4 年。在负责管理广州办事处的两年时间里，将宝洁媒介部建立成为一个提供全方位服务的一流广告代理商，其主要的本地客户有：乐百氏、美的、TCL、DaDa 口香糖等。任职期间，叶丽莲与客户的营销团队就中国市场的营销进行了良好密切的合作。1997 年移居澳大利亚，在加盟悉尼 Patterson Bates 公司一年后开始创建自己的公司。

2004 年回到中国，加盟浩腾媒体。2007 因其杰出的领导能力，被 MEDIA 杂志评选为“年度最佳媒体领袖”。浩腾媒体也在她的带领下，成为近年来中国发展最快和规模最大的媒体广告公司之一。



Ms. Elaine Ip started her advertising career with Far East Ketchum (Hong Kong) in 1979 till 1983. After six years with Leo Burnett Hong Kong, Elaine participated the Chicago think tank training and worked with the US McDonald's account team for one month. Elaine spent four years with Saatchi & Saatchi where her responsibilities included running the Guangzhou office, building a P&G media house into a full service, award winning agency. Its major local clients includes Robust, Midea, TCL and DaDa bubble gum. Elaine worked closely with clients' marketing teams in the China market. After moving to Australia in 1997, Elaine was with George Patterson Bates in Sydney for one year and then run her own business.

Elaine returned to China and joined OMD in 2004. Elaine was named as "Agency Head of the Year-National" by MEDIA magazine in 2007 in recognition of her remarkable competence to transforming OMD into one of China's fastest growing and biggest media agencies.



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3G 门户

3G Portal

www.3g.cn



3G 门户公司创建于 2004 年，是中国移动互联网免费模式的开创者、是最为领先的移动互联网公司，旗下包括：

- 3G.cn: 中国最早、最大的移动互联网门户网站
- 基于多操作系统平台（安卓、IOS、windowsphone、塞班、JAVA、等）的移动应用和游戏软件
- 安卓市场
- 3GYY.net.cn: 专注手机的垂直搜索引擎
- 与手机相关配套互联网站：[3G 书城](http://3G书城)，[3G 手机软件站](http://3G手机软件站)，安卓论坛

3G.cn, an early pioneer in free mobile internet, was established in 2004 and now is a leading company in the industry in China. Its business includes:

- 3G.cn: one of the first and biggest web portals in mobile internet.
- Multi-operating system based apps suitable for Android, IOS, Windowsphone, Symbian and Java system.
- Android market
- 3GYY.net.cn: a vertical search engine for mobile internet.
- Mobile related websites: 3gsc.com.cn, soft.3g.cn, anzhuo.cn

张旻翬 Philip Zhang

首席运营官 CMO

张旻翬在互联网及新媒体营销方面有着深厚的经验，被业界誉为“营销先锋”。作为 3G 的首席运营官，张总全面负责 3G 京沪穗三地的品牌广告管理和业务工作。在加入 3G 之前，张总任搜狐公司行销渠道中心总经理。张总毕业于中山大学，

Known as ‘an explorer of marketing’, Philip has unique experience in new media marketing. As CMO of 3G, Philip is in charge of brand advertising in Beijing, Shanghai and Guodong. Prior to 3G, Philip was Marketing General Manager at Sohu. Philip graduated from Zhongshan University.





MOBILE
MARKETING
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CHINA 中国无线营销联盟

精硕科技

AdMaster

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AdMasterTM
Digital Consulting

AdMaster 是中国领先的独立第三方数字营销全流程数字广告监测服务和技术解决方案供应商。AdMaster 成立于 2006 年，设有上海、北京、广州 3 家公司。AdMaster 将多年对中国网络营销的理解和实践经验注入产品的研发和创新，为广告主提供包括媒体审计、优化咨询、受众分析、微博和社交媒体评估、舆情监测、在线调研等全方位的效果评估解决方案。目前，AdMaster 已经为快消、IT、汽车、电商等多个行业内的近 300 家国内外知名品牌客户并获得业界的广泛认可和赞誉。

AdMaster is the largest independent 3rd party digital ad tracking service provider in China. Our service consists of internet, mobile, social media ad tracking, data analysis, optimization consulting and research solutions. AdMaster was founded in 2006 and has offices in Beijing, Shanghai and Guangzhou. AdMaster provides an integrated solution and technology platform for digital marketers. AdMaster leverages innovative technologies and rich industry experience, as well as actionable insights to help advertisers maximize their digital ROI.

闫墨 Vincent Yan

首席执行官 CEO

闫墨为 AdMaster 创始人兼首席执行官，毕业于北京大学。数字营销效果监测、分析专家。具有丰富的数字营销领域效果监测、优化和咨询、受众分析、在线调研以及社交媒体营销服务经验。2006 年创建 AdMaster，一直以来服务于宝洁、麦当劳、雅诗兰黛、伊利、海尔、星巴克等客户。

Vincent is the Founder and CEO of AdMaster, graduated from Peking University. A specialist in digital marketing measurement and analysis, and rich service experience in digital advertising tracking, optimization, online surveys and social media analytics. Founded AdMaster in 2006 and provided services for P&G, Acer, Yili, McDonalds, Starbucks and Estee Lauder, etc





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Beijing adSage Technology Co.Ltd

www.adsage.cn www.adsage.com



adSage, 全球领先的数字营销公司, 致力于为客户提供数字媒体营销领域的尖端科技和卓越服务, 帮助广告客户建立起整合数字媒体营销能力和评估体系, 进而获取卓越的投资回报; 帮助媒体和个人站长建立专业的流量变现能力和运营体系, 进而显著提升广告营收。adSage 于 2007 年在北京成立, 在美国西雅图、中国上海、深圳、无锡等多地拥有分支机构。多年来, adSage 先后服务于国内外各行业的领先客户, 通过尖端的科技和卓越的服务, 帮助他们在数字营销领域取得不断的成功。

Founded in 2007, adSage is a leading technologies and services company in online advertising. adSage is the largest SEM firm in China and the exclusive partner of Baidu in North America. adSage develops products for search, social, mobile and display advertising. adSage developed the world's first Facebook advertising software, adSage for Performance (previously known as adSage for Facebook), is used by over 2000 advertisers globally. adSage's mobile ad network – mobiSage is the most influential ad network in China, reaching 100 million unique users per month and over 90% of iOS devices in China.

唐朝晖 Zhaohui Tang
董事长 CEO

加入 adSage 之前, 唐朝晖博士任微软 adCenter 的首席部门经理, 负责在搜索广告的相关性和收益领域, 管理着许多核心项目。在 2006 年, 他是 adCenter 实验室创始成员之一并担任主管经理。他还是微软关键字服务平台的发明者, 这个平台是业界第一个专注于关键字技术的 Web Service 平台。在创建 adCenter 之前, 他在 SQL Server 商业智能组担任主管项目经理达 7 年, 管理着 SQL Server 数据挖掘和商务智能平台产品。唐朝晖博士在数据挖掘领域和搜索引擎技术上持有超过 20 个美国的专利权。



Dr. Tang has been as the CEO of adSage since 2009. In the past years, he worked at Microsoft: There, Dr. Tang was positioned as the Lead Program Manager of the BI team for SQL Server from 1999 to 2005, managing the Data Mining business of SQL Server. In 2006, Dr. Tang took part in building adCenter Lab and became the Principle Program Manager for adCenter until 2010, taking charge of several key projects in the field of relevance and revenue of Paid Search/Context Ad. At the same time, Dr. Tang invented the keyword service platform which is the first Web Service platform focusing on keyword technique. Dr. Tang got his Doctoral Degree in INRIA and PRISM Lab in France. He also co-authored books including Data Mining with SQL Server 2005 and Data Mining with SQL Server 2008. Till now, he has held more than 20 U.S. patents in the field of Data Mining and Search Engine.



好耶集团

Allyes Group

www.allyes.com

好耶成立于 1998 年。公司致力于为客户提供数据、技术和产品驱动的全程数字营销方案,其中包括在宽带和移动互联网领域的网络营销技术、精准营销平台、媒体广告运营、搜索优化、社群营销、互动创新、电子商务等产品和服务。好耶集团现服务于九百多的知名广告主和媒体客户,营销服务覆盖超过 99% 的中国互联网网民。目前在中国上海、北京、深圳、广州、西安、杭州、南京和美国硅谷都设有分支机构。



姚晓洁 Wilson Yao

首席战略官 Chief Strategy Officer

姚晓洁先生有着近 20 年的广告营销经验,擅长各行业的商业分析、市场营销、新业务扩展、传统媒体和互动媒体的整合营销。姚晓洁曾在 BBDO, FCB, 智威汤逊 JWT 和 灵狮广告等 4A 公司就职,是一位有着丰富跨国品牌营销经验,对中国市场有着深刻的领悟和洞察力的营销专家。姚晓洁于 2003 年加入好耶广告,历任好耶广告网络上海总经理,副总裁,执行副总裁,后升任好耶广告总裁,现任好耶集团集团首席战略官。



凯络广告有限公司上海分公司

Carat Media Services (China) Ltd, Shanghai Branch

www.carat.com



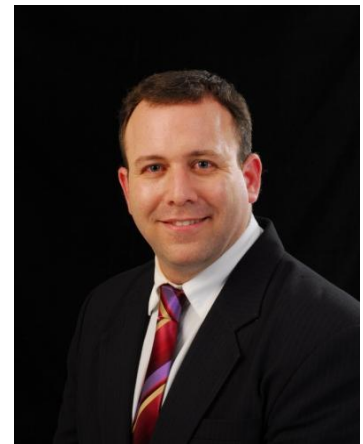
凯络媒体(Carat)是安吉斯集团旗下的国际性专业媒介公司，创立于 1968 年，为全球第一家首创专业媒体服务公司。公司连续于 2006 与 2007 年度，被英国 Campaign 杂志评为

年度最佳媒介广告代理商，受到世界知名客户的亲睐。在亚洲区域 1000 大客户中有 25%为凯络客户。凯络媒体主要为客户提供整合的传播策略服务，包括媒介计划及购买，传播策略，客户管理，市场调研，互动媒体，户外媒体计划及购买。从而提升客户市场竞争力。

Carat, a part of the Aegis Group Plc, was founded in 1968 and has become the world's first independent communications specialist and the market-leader in digital media solutions. England's Campaign magazine selected Carat as the year's best media advertising agency in 2006 and 2007 and Carat has continually received the favor of world-famous clients. In Europe, of the 1000 biggest clients, 25% of them are Carat's clients. Carat is mainly focused on providing integrated dissemination of strategic consultation, including media communications planning that work effectively in today's market, innovative and integrated solutions to transform our clients business, and advice and consultancy by leading in the changing world of communications and thereby driving transformational client results.

郭哲思 Seth Grossman

中国区董事总经理 Managing Director, China



Seth Grossman(郭哲思)与 2007 年加入凯络并创立了策划沟通部门，2008 年底 Seth 晋升为凯络华东区董事总经理，在 2009 年晋升为凯络中国区董事总经理。在他的领导下，凯络媒体在 2009 年获得 AdAge China 授予的年度最佳媒介代理商；同年，凯络上海办公室也摘得了北亚地区最佳办公室大奖；Seth 个人也荣获了业务拓展奖/最佳年度人物的殊荣。Seth 的职业生涯中，有超过 13 年的中国工作经历，其中包括

De Beers 钻石的市场总监，同时在中国和美国的创意广告公司担任过 ATL 和 BTL 的策划领导职位。Seth 毕业于美国普林斯顿大学，他是中国现代史和美国研究的双学位研究生，并能说一口流利的中文。Seth joined Carat in 2007 to establish their Communication Planning discipline and was promoted to Managing Director, Eastern China in late 2008 and Managing Director of Carat China in December 2009. Under his leadership, Carat was awarded 2009 Media Agency of the Year by AdAgeChina and Office of the Year by Media magazine. Seth was personally awarded as Media's 2009 APAC Business Development Person of the Year. Seth has spent more than 13 years of his stellar career in China in a range of roles including Marketing Director for De Beers diamonds and strategic planning leadership positions in both ATL and BTL creative agencies in China and in the United States. Seth is fluent in Mandarin Chinese and a graduate of Princeton University with a dual degree in Chinese History and American Studies.

架势无线

Casee (Cellphone Ads Serving E-Exchange)

www.casee.cn



CASEE™ 架势
中国领先的手机广告交易网络

架势无线成立于 2006 年，核心技术源于美国硅谷，创始团队来自掌上灵通和搜狐，有丰富的中国互联网和手机应用成功经验；作为业内一流技术公司，架势无线致力于为用户提供即时、可信赖的个性化广告服务。2006 年，架势无线率先开发出智能广告交易网络，为广告商提供移动广告交易平台，让广告商能自助、便捷的向目标客户售卖移动广告，同时为移动网站商带来可观的广告价值。架势无线智能广告交易网络提高广告商和移动网站商精确、个性化广告服务的能力。2011 年架势无线成为移动营销上市公司 Velti (NASDAQ:VELT) 在华全资子公司，目前为中国最领先的无线营销专家。为企业、品牌广告主及广告代理商提供全方位专业移动营销解决方案。架势为广告主提供专业的移动策略、优秀的无线创意、领先的移动技术、优质的媒体资源及一站式移动解决方案，架势为广告主提供最优质移动营销服务；架势为开发者的应用寻找到最优质的广告，协助开发者达到利益最大化。

CASEE is China's largest mobile advertising marketplace. Founded in 2006, CASEE allows advertisers to reach their customers on mobile Internet, and publishers to increase value of their mobile sites through advertising. CASEE offers advertisers and publishers the ability to target and personalize advertising in different cities. With advanced technology from the silicon valley in US, CASEE provides a powerful mobile ad market place platform with real-time reporting and high efficient targeting capabilities. CASEE has now attracted over 1000 content publishers to its ad network in many different content categories, offering advertisers well targeted promotion campaigns. It has serviced over 60 advertisers including brand advertiser such Kodak mobile, Sohu, and many innovative mobile application and service companies. CASEE merged with Velti in 2011. CASEE is the leading mobile ad exchange and marketing agency in China. Headquartered in Beijing and with offices in Shanghai and Guangzhou, 100+ mobile experts help our business partners includes advertisers, advertising agencies and publishers achieve business goals.

叶忻 Ye Xin

首席执行官 CEO

叶忻是架势无线的 CEO。在这之前，曾在中国领先的无线增值服务提供商掌上灵通担任首席技术官，也曾担任互联网门户 SOHU 公司首席技术官。在回中国之前，叶忻在美国硅谷积累了 12 年成熟的产品开发，技术销售和管理运营方面经验。叶忻毕业于清华大学，获学士学位，拥有美国威斯康星州的 Marquette 大学的硕士学位。

Xin is well known in China's Internet and IT industries having held CTO positions at Sohu.com (NASDAQ:SOHU), China's leading web portal, Linktone (NASDAQ: LTON), a provider of wireless value added services, and Censoft, Microsoft's first joint venture in China. He also spent 10 years in product development, sales and business development with a number of companies in Silicon Valley, including Tibco and Marimba.





中国联合网络通信有限公司应用商店

China Unicom - WoStore

www.store.wo.com.cn

mstore.wo.com.cn



沃商店·精彩随心选

联通沃商店 (Wo Store) 于 2010 年 11 月正式启动商业化运营，是面向全网用户进行手机应用汇聚和分发的平台。它是中国联通在移动互联网时代战略布局的前沿阵地，通过与 WO+ 共赢体系合作伙伴互动沟通，打造产品聚合、能力开放、渠道能力、智能管道“开放聚合资源”的应用服务平台，实现联通移动互联网业务的快速发展。

China Unicom Wo store was officially launched in November 2010. It is the aggregation and distribution platform of mobile phone applications oriented for all telecom users. It is a forefront base of China Unicom's strategic positioning in the era of mobile internet. To work with partners in WO+ win-win system, Wo Store will build an application service platform of "resources opening up and aggregation" to help with product aggregation, capacity opening up, channel capacity, smart pipe and finally achieve the rapid development of China Unicom mobile internet business.

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魏欣 Xin Wei

总经理 General Manager

魏欣女士，2001 年 8 月加入中国联通，曾任上海市分公司总经理助理、浦东分公司总经理。自 2011 年 1 月起担任联通沃商店总经理，全面主持应用商店基地的商业化运营及管理工作。由于卓越的工作业绩和行业贡献，魏欣女士先后荣获“上海市科技领军人物”、“上海市三八红旗手”、“上海市世博先锋”、“上海市综合系统优秀志愿者”等光荣称号，并连年被评为上海市分公司年度优秀管理者和优秀党务工作者，受到了上海社会各界的一致好评。

Ms. Wei Xin was appointed as the CEO of China Unicom Wo Store in January, 2011, in charge of the development and operation of the national app store base of China Unicom. Previously, she was the General Manager Assistant of Shanghai Unicom and the General Manager of Pudong Branch, Shanghai Unicom. For her outstanding work performance and industry contributions, Ms. Wei has been honored as the annual outstanding manager of Shanghai Unicom and outstanding member of CPC for years. Besides, she has been awarded with titles of " Shanghai Science and Technology Leaders", "Shanghai Women Pace-Setters", "Shanghai World Expo Pioneers", "Outstanding Volunteers in Shanghai Comprehensive System " and well recognized in relevant fields of Shanghai City .





触控科技

Chukong Technologies

www.chukong-inc.com

触控科技是我们向全球用户支持、开发和推广数字游戏娱乐的一个统一品牌。我们希望成为 iOS 数字游戏娱乐的领导者，支持、开发和推广移动游戏，使之成为一个可持续发展的商业模式，走向全球。以此为我们的愿景，我们三个主要目标：1) 支持开发者，给予他们技术指导、资料和培训，同时通过 CocoaChina 平台保持可持续发展的开发者社区生态体系；2) 为用户开发最优秀的数字移动游戏，让用户得到最好的游戏体验；3) 通过发行（自己研发或是 CocoaChina 社区的开发者开发的）游戏，增进用户使用市场上可玩游戏的游戏娱乐体验，同时也向全球用户提供同样的游戏。

Our company's humble beginning starts with CocoaChina in 2008 (a time when very little information was available to mobile application developers in China). We envision being the leader in mobile gaming entertainment by supporting, developing and publishing the best mobile games for your enjoyment. Our three main objectives are: (a) To support developers by offering technical guidance, information, know-how through CocoaChina and open-source technology with Cocos2D-X game engine; (b) To develop the best digital mobile applications and games; and (c) To publish and advertise games (our own and those developed by the developer community) leveraging from our existing user base and PunchBox advertising network for users worldwide.

触控科技
Chukong Technologies

陈昊芝 Haozhi Chen

首席执行官 CEO

触控科技 CEO，负责公司的收入、目标实现和发展。他将 13 年互联网公司创业、运营和管理经验贡献给公司。对互联网和商业发展的热爱引领他走上了一条连续创业之路，并在 10 家创业企业中深深刻下了自己的印记。丰富的管理经验、精准的个人判断力和一连串的成功创业都让“陈昊芝”三个字成为互联网业界及开发者圈里响亮的名字，更受到其他商业及行业领袖的尊重。

Haozhi is the Co-Founder and Chief Executive Officer (CEO) responsible for the company's operational revenue, success and growth. He brings 13 years of Internet start-up, operations, and management experience to the company. His passion for the Internet, technology and vision has led him to a path of serial entrepreneurial pursuits with a past portfolio of 10 Chinese Internet start-ups. Haozhi's managerial experience, personal determination and entrepreneurial success have made him well-known within the Chinese Internet and developer circles and he's widely respected by the community and industry leaders alike.





可口可乐饮料（上海）有限公司
Coca-Cola (Shanghai) Beverage Ltd.
www.coca-cola.com



可口可乐是全球最大的软饮料公司之一，拥有超过 500 个饮料品牌，每天为全球的人们提供怡神畅爽饮品。除全球最有价值品牌可口可乐外，可口可乐公司还拥有超过 12 个每个价值均超过 10 亿美元的品牌。通过全球庞大的分销系统，使 200 多个国家的消费者每日享用超过 16 亿杯可口可乐产品。可口可乐自 1979 年重返中国，至 2009 年 10 月，已建立 39 家装瓶厂，目前是可口可乐全球第三大市场。

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands. We are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. In China, we've established 39 Bottling plants since back to China in Year 1979 and so far China is the 3rd largest market in Coca-Cola global system.

杨曼曼 Michelle Yang
媒介及互动营销总监 Director of Media and iMarketing

1994 年加入广告行业，先后任职于多家 4A 公司担任媒介策划和购买，2001 年加入可口可乐（中国）饮料有限公司，现任媒介和互动营销总监。

As a media veteran, Michelle Yang started her career in media since Y1994 with D, Y&R advertising agency. She then spent 7 years in different 4A agencies, responsible for media planning and buying. In Y2001, she joined Coca-Cola (China) Beverage Ltd, now she is head of media and iMarketing, in charge of traditional and new media.





Cyber Communications

www.cci.co.jp

As a technology-driven digital communications company, cyber communications inc is committed to helping publishers, advertising agencies and their clients to gain access to a full range of digital communications media including portals, social vehicles and in-apps at one-stop, while remaining on the leading edge of the digital frontier.



Ichiro T. Jinnai **Regional Director, APAC**

Since 1995, Mr. Jinnai has been involved his career for the development of mobile marketing. In 2001 Mr. Jinnai initiated to establish mobile media representative cooperation with J-PHONE (now SoftBank Mobile) and Dentsu, named Japan Mobile Communications Inc. (J-MOBILE) and since 2003 to 2008 Mr. Jinnai had been Corporate Representative Executive Vice President and COO there. After serving at J-MOBILE, he again initiated new project for establishing interactive advertising agency in China, with cooperation between Focus Media and Dentsu, named &c. Inc. in English, 电众数码（北京）广告公司 in Chinese. He had been served there as Chairman & CEO during 2008-2009. Back from China in 2009, he initiated to establish the headquarter in cyber communications inc. especially focused on the marketing using smartphone and tablet, named "Aired Marketing Headquarter".





迪尔希(上海)广告有限公司

D2C China

www.d2c-china.cn

迪尔希是日本 D2C 的全资控股公司，于 2011 年 8 月 8 日，在上海市开始营业。我们将运用 D2C 11 年来在日本积累的移动互联网广告/市场营销经验，为日资企业等各类广告客户，广告公司提供移动互联网广告的一站式服务，也将展开智能手机应用程序的本地化服务，并帮助该领域的内容持有者及开发公司进入中国市场。



D2C China is the 100% subsidiary company of D2C which is a leading mobile marketing company in Japan. D2C China started business on August 8th, 2011 based on Shanghai. D2C China is rolling out an extensive mobile advertising/marketing business in the Chinese market, centering on a "planning boutique business" to support the sales of mobile advertising business, and a "solutions business" to create mobile websites and plan/manage campaigns. D2C China provides services aimed at advertisers/advertising companies, both local and foreign-affiliated, focusing on Japanese firms that are moving into China from Japan, and taking advantage of 11 years' worth of mobile advertising/marketing know-how accumulated by D2C in the Japanese market. For example, D2C China supports content holders moving into China through a Chinese localization service for smartphone applications.

近卫文博 **Motohiro Konoe**

总经理 **CEO**

Mr. Motohiro Konoe was born in 1976. After graduation from Department of Economics, Keio University in 1999, he entered the web production company, Digital Magic Labs, Inc. in 2002, where he served as Web Director, responsible for producing a large number of PC & mobile portal sites and campaign sites. In 2004, he joined D2 COMMUNICATIONS and was assigned to Media Business Division, where he took charge of producing the campaign information site of NTT DOCOMO's portal, "Tokusuru Menu". He was assigned to Sales & Marketing Division in 2006. For five years after being transferred to Dentsu, he has been dedicated to the planning and site production in mobile field at the present Dentsu Digital Business Division, mainly engaged in campaign design for many big clients. Then, at Mobile Media Department, he has been involved in the design of cross communication with other media offices and the design of large new commodities for various mobile media. Meanwhile, as the Head of Sales Division, he has been arranging the transfer of members from D2 COMMUNICATIONS to Dentsu, and carrying out proposal and enlightening activities to facilitate the expansion and penetration of mobile field throughout Dentsu. In 2011, he was assigned to International Division Office, and has been holding the present position since August, 2011.



DCCI 互联网数据中心

DCCI Data Center of China Internet

www.dcci.com.cn



DCCI 互联网数据中心（DCCI DATA CENTER OF CHINA INTERNET，简称 DCCI，www.dcci.com.cn），中国互联网监测研究权威机构&数据平台，互动营销之测量、分析、优化服务提供者。以 Panel 软件、代码嵌入、海量数据挖掘、语义信息处理等多种领先技术手段为基础，进行网站、用户、广告、品牌的实时监测、动态测量。在测量数据基础之上，以统一体系方法、统一指标定义、统一数据结构，结合多种线下线上调研手段，为企业互联网和互动营销相关决策提供全面深入的数据测量、分析研究、决策优化、效能提升服务。

DCCI Data Center of China Internet is an independent third-party institute, focus on internet measurement and research. Today DCCI has become leader of market monitoring and data platform of China. Using integrated Methodology, Panel, JS code, Weblog, Survey, and Semantic Technology, DCCI provide four dimension measurement and analysis service including website, Advertising, Brand, and Audience. DCCI provide standardizing product system, and customized service. DCCI hosted China internet's largest internet market annual survey since 2004.

胡延平 Yanping Hu

创始人&总裁 Founder & CEO

胡延平，DCCI 互联网数据中心创始人&总裁。胡延平先生 1995 年进入互联网领域，先后在《北京青年报》等媒体主持互联网研究专栏，曾经担任《互联网周刊》总编、中国互联网协会交流与发展中心主任等职务。出版多部研究专著，包括《第四种力量——新四化路途当中的信息化与信息产业生态观察》、《跨越数字鸿沟——面对第二次现代化的危机与挑战》、《第二次现代化——信息技术与美国经济新秩序》、《数字蓝皮书·2001 中国网络经济发展生态报告》、《预约新千年》、《奔腾时代》等。2004 年起至今，主持中国互联网发展领域规模最大的年度调查及报告——中国互联网调查及年度报告。



Mr. Yanping Hu has engaged in the China internet research since 1995, and was the Chief Editor of *China Internet Weekly*, in charge of several media's internet research Column, wrote and published a number of research monographs about China internet.



众成就广告有限公司

Digitop

www.digitop.com

众成就
Digitop

众成就是以内容创意、设计与营销为导向的数字化营销专业服务品牌,专注于各种数字化技术、产品与平台为品牌传播、

品牌销售带来的机会与挑战。不仅为客户提供专业的数字化传播建议与行动,提供电子商务代运营服务,还与客户一起推进数字化时代的品牌建设与维护。服务板块划分为创意设计部、用户激励部、品牌分享部、品牌展示部、品牌呈现部以及品牌旗舰店 6 大保障体系去提供更好、更专业、全方位的客户服务。在北京、上海、广州三大服务阵地拥有策划、媒介、创意、技术全方面服务的专业团队。

Digitop is a professional service brand of content creativity, design and marketing-oriented digital marketing. Digitop focuses on opportunities and challenges brought by a variety of digital technologies, products and platforms for brand communication & sales. Digitop provides customers with recommendations and actions of digital dissemination, e-commerce agent operational services, brand building and maintenance of the digitalization age. Digitop's service has been divided into six sections, including creative design department, user incentive department, brand share department, brand display department, brand presentation department (TOP3-TOP10) and brand flagship store to provide more professional and a full range of customer service. Digitop professional teams spread in Beijing, Shanghai and Guangzhou to supply services in planning, media, creation and technology.

李映红 Ian Lee
首席执行官 CEO

1998 年 1 月至 2004 年 8 月在新闻集团工作,历任任澳大利亚新闻集团经营会计师、ChinaByte.com(北京笔电新人信息技术有限公司)财务总监、常务副总经理及董事、新闻集团北京代表处财务及行政总监、新闻集团及星空传媒集团(中国)副总裁以及星空传媒集团业务发展高级副总裁。期间获星空传媒集团成就奖和新闻集团全球奖提名。于 2005 年初加入浩腾媒体任中国区财务总监,后任宏盟媒体集团中国区法人代表兼首席财务官、宏盟媒体集团中国区总裁兼首席运营



管。一直负责集团中国区包括财务、人事、行政、IT 和法务在内的日常运营管理工作。在其领导下,浩腾媒体及宏盟媒体集团在财务透明度、行政管理制度的资金管理方面在国内广告业界一直位列前茅。Ian lee has been the President & COO of Omnicom Media Group China, and he had been CFO of Omnicom Media Group's China operation since 2005. He directly supervises the finance, human resource, administration, legal and IT functions, and helps run day-to-day operation with offices across Beijing, Shanghai and Guangzhou. Prior to his tenure with Omnicom, Ian had worked for News Corporation from 1998 to 2004, having experienced various executive challenges in Sydney, Beijing, Shanghai and Hong Kong. His latest position with News Corporation was the Vice President, Business Operation for STAR China and Senior Vice President, Business Development for STAR Group, while holding various board positions for News Corp's China investments.

多盟智胜网络技术（北京）有限公司

Domob Limited

www.domob.cn



domob.cn 多盟

多盟智胜网络技术（北京）有限公司（简称 domob）成立于 2010 年 9 月。致力于做中国最领先的智能手机广告平台。Domob 整合了智能手机领域最优质的应用以及广告资源，搭建了广告主和应用开发者之间的广告技术服务平台。并借助大规模数据处理的平台优势以及贴近应用开发者的服务模式，为应用开发者提供产品推广服务和收益，以及为致力于在智能手机平台推广产品、品牌的广告主提供高效的服务。domob 提供了公平、合理、高效的资源配置平台，为应用开发者和广告主创造价值最大化。

We were founded in September 2010, and we committed ourselves to be the most leading mobile advertising network in China. Domob integrated excellent application and advertising resources in the field of mobile advertising marketing, and built the advertising service platform between advertisers and publishers. We made it easy for publishers to monetize their mobile traffic based on our advantage on mass data processing and the business model suitable for publishers, and enabled advertisers to target the most suitable customers when promoting their products or brands on mobile advertising networks. Here in Domob Mobile Advertising Network, we provided a fair, reasonable and efficient resource allocation platform, and we are working on bringing the best value to publishers and advertisers.

张鹤 Zhang He
首席运营官 COO

张鹤，中欧国际工商学院 EMBA，曾任激动网总裁，系掌上灵通销售副总裁和搜狐无线业务负责人。2007 年加盟激动集团，创立了定位于为品牌客户提供有价值的无线广告服务“星麦无线”。2008 年任职激动网总裁，负责激动网全面运营工作。2010 年，张鹤先生与业界同学好友，成立广告主和应用开发者之间的手机广告技术服务平台 domob（多盟），致力于做中国最领先的智能手机广告平台。

Zhang He, EMBA from CEIBS (China Europe International Business School). Zhang He used to be the president of JOY.CN, the vice president of Linktone, and then the leader of Sohu Wireless Department. In 2007, Zhang He joined the JOY Group, established "XingMai Wireless" which aimed at providing the wireless advertisement service for the clients of famous brand. In 2008, Zhang He was promoted as the president of JOY.CN. In 2010, Zhang He and his classmates and close friends in the field, established Domob Co., Ltd., which is devoted to be China's most advanced smart mobile advertising platform.



谷歌 中国

Google China

www.google.com



Google 公司，是一家美国的跨国科技企业，致力于互联网搜索、云计算、广告技术等领域。Google 开发并提供了大量基于互联网的产品与服务，其主要利润来自于 AdWords 等广告服务。Google 由当时在斯坦福大学攻读理学博士的拉里·佩奇和谢尔盖·布尔共同创建，因此两人也被称为『Google Guys』。1998 年 9 月 4 日，Google 以私营公司的形式创立，设计并管理一个互联网搜索引擎“Google 搜索”；Google 网站则于 1999 年下半年启用。2004 年 8 月 19 日，Google 公司的股票在纳斯达克上市。

Google Inc. is an American multinational public corporation invested in Internet search, cloud computing, and advertising technologies. Google hosts and develops a number of Internet-based services and products, and generates profit primarily from advertising through its AdWords program. The company was founded by Larry Page and Sergey Brin, often dubbed the "Google Guys", while the two were attending Stanford University as PhD candidates. It was first incorporated as a privately held company on September 4, 1998, and its initial public offering followed on August 19, 2004.

Alvin Foo

Head of Mobile Marketing

Alvin 是互联网及电信通讯行业资深人士，具备 18 年无线互联网及互联网行业工作经验。现任谷歌中国无线广告事业部负责人。历任 Velti（一家纳斯达克上市的跨国无线营销公司）亚太区副总裁，诺基亚中国的无线业务部负责人，Madhouse（中国领先的无线营销公司）执行总监。Alvin 具有专业的法律教育背景，获伦敦布鲁内尔大学法学学位。

Alvin Foo is an internet and telecommunication expert with over 18 years of work experience primarily in the space of wireless and internet networking. Alvin is currently the Head of Mobile Advertising for Google China. He was formerly the Vice President for Asia Pacific, Velti PLC, a Nasdaq-listed Global Mobile Marketing company. Prior to that, he was the Head of Mobile Sales for Nokia China and the Executive Director of Madhouse Inc, a leading Chinese Mobile Marketing company. Alvin received his law degree from the University of Brunel, London.





群邑

GroupM

www.groupm.com

群邑是 WPP 集团的一员，是整合了凯帝珂、迈势、尚扬、竞立、传立这五家媒体公司而成立的母公司，是全球最大的媒介投资管理机构。群邑致力于通过高效整合其人力和物力资源，从而达到增强购买力、提高创新能力及提升新传播服务质量的目标，并进一步为客户和旗下的媒体公司增添竞争优势。在中国的 8 个城市设有分支机构，拥有 1500 多名员工。群邑在中国的媒介承揽额超过 40 亿美元（数据来源：RECMA 2010），是中国最大的媒介传播机构。此外，群邑在对系统专有媒介调研及先进工具开发的投资力度上也高居行业之首。

GroupM is WPP's consolidated media investment management operation, serving as the parent company to agencies including Kinetic, Maxus, MEC, MediaCom and Mindshare. GroupM is the global number one media investment management group. The focus of GroupM is the intelligent application of physical and intellectual scale to benefit trading, innovation, and new communication services, to bring competitive advantage to our clients and our companies. GroupM employs more than 1500 people in eight cities across China. With total media billings in excess of USD 4 billion (RECMA: 2010 Definitive), GroupM is China's top media communications group and the industry's biggest investor in syndicated and proprietary media research and optimization tool development.

陈建豪 Tony Chen

总裁，中国互动营销 **President, Interaction China**

陈建豪毕业于美国纽约大学大众传播系，在互联网领域有着十几年的从业经历，具有丰富的互联网营销管理及电子商务经验，历任雅虎中国运营副总裁、eBay 中国市场部高级副总裁、Real Network 首席运营官，戴尔（中国）大中华区客户部在线业务总经理。

Tony Chen is the President for GroupM Interaction, and he is responsible for the strategic growth and operation of the group's digital business in China. Tony brings to GroupM his extensive experience, knowledge and market insights from his 16-year career in Greater China, mostly focused in digital media development and management. Prior to joining GroupM, he was General Manager for Dell consumer direct, business in Greater China. Before that Tony was the COO for RealNetwork, Marketing VP for eBay China and VP of Operation for Yahoo! China. Tony has a master's degree in Communications from New York University and an EMBA degree from Fudan University.



果合移动广告

Guohe Ad

www.guohead.com



果合移动广告是中国领先的移动广告技术和媒体平台，为品牌广告主和移动媒体提供移动广告策划、优化、数据服务。

果合在创立之初就因出色的产品和服务得到了诸多业内人士的认可，获得国内顶级移动开发团队的青睐和选用，并与国内外 10 余家移动广告联盟合作实现产品整合。

果合移动广告自 2010 年年底创立，目前团队规模约 30 人，已经在北京、上海、台北建立了办公室，并且成功获得来自行业资深投资人数百万美金注资。在中国移动广告市场上获得了显著的领先地位。

Guohe Ad is a leading mobile advertising technology and media platform. Guohe has been concentrated on providing services including strategic planning, optimization, and statistic analysis for brand advertisers and mobile media. Guohe has aligned with over 10 mobile advertising platforms from and outside China, and won recognition from many industry experts and is adopted by many elite mobile app developing teams in China. Founded at the end of 2010, Guohe Ad now has a team of 30 people with offices in Beijing, Shanghai and Taipei.

张宁 Neo Zhang

联合创始人 Co-founder

作为国内领先的移动广告技术及媒体公司果合移动广告的创始人，张宁和团队一起与知名广告主、广告代理公司，以及移动应用开发者和发行者进行广泛交流，使果合移动广告成为全球性品牌与高质量移动应用沟通合作的桥梁，并通过整合 15 家主流移动广告平台，致力于提升和优化移动应用生态系统的广告表现。在创立果合移动广告之前，张宁曾作为中国互联网行业其他创业团队的成员，专注于产品市场营销以及商务拓展。张宁毕业于北京大学。



Neo Zhang is the founder of the leading mobile advertising technology and media start-up Guohe Ad. He, together with the Guohe Ad team, works extensively with advertisers, ad agencies, as well as app developers and publishers to bridge the global brands with high quality applications, and to optimize the advertising performance for the mobile application eco-system through the integration of 15 mainstream mobile advertising platforms. Previous to Guohe Ad, Neo was involved in other Internet-related entrepreneurship projects in China focused on product marketing and business development. He graduated from Peking University.



互动通控股集团

hdtMEDIA

www.hdtMEDIA.com

hdtMEDIA

互动通控股集团创立于 1999 年，旗下拥有三大平台：数字广告平台 hdtMEDIA、移动数字广告平台 hdtMobile 与数字广告交易平台 hdtDXP。hdtMEDIA 是中国最大、最早、最好的 Ad Network 数字媒体广告投放平台，产品包括 iCast 和 iFocus；hdtMobile 是中国领先的移动数字广告平台，提供移动数字富媒体广告及在线整合营销广告服务；hdtDXP 互动通数字广告交易平台，融合了广告交易平台、需求端平台、供应端平台与数据管理平台，实现广告投放的高回报、高效率和高透明度。

Established in 1999, HDT Holdings Group manages three digital platforms: hdtMEDIA, hdtMobile and hdtDXP. With market-leading products iCast and iFocus, hdtMEDIA is considered China's largest and most innovative digital ad network. One of top mobile digital ad networks, hdtMobile covers China's top mobile apps and media. hdtDXP is a digital ad exchange platform use ad exchange platform, DSP, SSP and DMP to make advertising more beneficial, more effective and more transparent.

邓广涛 Michael Tang

总裁 President

北京大学新闻与传播学院客座教授、北京大学新媒体营销传播研究中心研究员、北京大学现代广告研究所研究员。在中国大陆、香港及澳洲从事传播行业三十余年。现任互动通控股集团总裁。曾在香港广告业工作十年，任职 CitiAd 广告公司，后因并购被调派澳洲工作十年，之后重返校园完成 MBA 学位。1999 年在上海接管“形象工厂”（一年后由 WPP 集团并购），随后任集团的北京智威汤逊广告公司董事总经理，两年后任 IPG 集团的灵狮广告公司中国区董事总经理。

President of hdtMEDIA Michael Tang has been serving in the communications industry for over 30 years with extensive experience in mainland China, Hong Kong and Australia. Michael spent 10 years at CitiAd Hong Kong followed by 10 years at Mojo/MDA Australia Headquarters after it merged with CitiAd. Thereafter Michael returned to school to obtain his MBA. In 1999 he took over Image Factory in Shanghai which was bought by WPP one year after. Michael served as Managing Director of JWT Beijing for 2 years and then as Managing Director of Lowe Worldwide China under IPG before joining HDT Holdings Ltd. as President in 2004. Currently Michael Tang is also a research scholar of Modern Advertising at Peking University where he guest lectures and works with the CMM Research Institute.



掌握传媒

hdtMobile

www.hdtmobile.com



掌握传媒成立于 2008 年，隶属于互动通控股集团，是中国领先的移动数字广告平台。与国内顶尖的手机应用及媒体合作，以 iOS、Android 两大主流智能操作系统为主，覆盖 Symbian、Windows Phone；结合多元广告形式与“双屏合一”的营销策略；拥有多种互动功能，可配合应用分类、地域、运营商、机型、时间、商圈等定向方式；整合 LBS、TTS、AR、QR Code、重力陀螺仪等互动技术，定制移动应用和 HTML5 动态页面的 Web-App 营销服务，提供移动数字富媒体广告及在线整合营销解决方案。

Established in 2008 as a subsidiary of hdtMEDIA, hdtMobile is considered China's leading mobile digital ad network. In cooperation with China's top mobile apps and media, hdtMobile is mainly based on IOS and Android, the two dominating operating systems, while also available on Symbian and Windows Phone. "Integrated PC and mobile screen" as a marketing strategy, hdtMobile present ads in various formats including rich media, video, flash, image, text, etc. Possession of diverse interactive functions allow hdtMobile to be able to target users according to app, region, operating system, mobile type, time, CBD and many other classification standards. Based on the prevalent technologies like LBS, TTS, AR, QR Code and gravity-controlled gyroscope, hdtMobile provides marketing service featured html5, web-app, etc. Above all, hdtMobile strives to provide the best mobile digital advertising and integrated online marketing solutions for advertisers.

简昉 **Melody Jian**

总经理 **General Manager**

简昉毕业于中欧工商学院 EMBA。在媒体、广告业有逾 15 年的制作运营经验，历任元太广告媒体部主任、世界商讯集团（BNI）下属多份杂志主编及副总经理，香港南华传媒上海公司总经理。担任《上班这点事》、《谁来一起午餐》、《缤纷》等节目嘉宾。曾创办《大都市男士版》、《运动休闲》、《Channel V》等 12 份杂志。现投身无线营销事业，希望打造出一个高价值的新营销平台。

Melody Jian has over 15 years of production/operation experience in media/advertising industries. She holds an EMBA from China Europe International Business School. Melody has founded more than 12 magazine publications and worked as chief editor and publisher for Metropolis (Men's version), Sports Leisure, Channel V and many other famous publications. Formerly she served as the chief of the Media Dept at Yuantai Advertising, the Vice General Manager of BNI Group and the General Manager of Hong Kong Nanhua Media in Shanghai. She is also a regular guest of TV programs like "Work Stuff" and "No Free Lunch" aired on the CBN Channel in China. Today, Melody is committed to mobile marketing business development and establishing a high-value mobile marketing platform with her mobile team at hdtMobile.





北京世纪奔跑科技发展有限公司

im2.0 Interactive Group

www.im20.com.cn



im2.0 互动营销 (www.im20.com.cn) 融合国内顶尖的创意设计和
技术实力, 凭借对消费者的洞察和对新媒体的掌握, 帮助广告主在各类互动平台 (SNS、iOS、Android、游戏等) 获得精准、高效的传播效果。过去几年连续推出了阿迪达斯手机游戏 App“夺宝奇冰”、戴尔存钱罐、无线游戏《三国群殴传》、社会化电子商务平台知美网等多款营销产品, 同时也与海尔集团、卡夫食品、阿迪达斯、百加得、戴尔、飞利浦、苏宁、百事、美亚保险、英菲尼迪、宝洁等全球知名品牌达成了互动营销领域的合作。

吴湘玲 Meg Wu

首席营销官 CMO

吴湘玲现在 im2.0 互动集团担任多方面的策略角色。她除了在互动广告业务上 掌舵媒体代理的策略和运营, 还将发挥多年在媒体领域的商业经验与人脉, 指导 im2.0 互动集团旗下自有媒体如知美网 (zhimei.com) 等业务的策略与商业模式开发。吴湘玲女士拥有超过 18 年的媒体代理经验, 其中有 10 年在大中华地区担任数字媒体相关管理工作, 包括中华网、Zed Digital、实力传播集团-博睿传播 (China Media Exchange) 互动行销部担任要职, 2008 年任群邑中国互动行销董事总经理, 负责集团在中国的互动行销业务的发展与战略。2010 年出任 PPS 网络 电视 CMO, 分管 PPS 的营销、公关和销售业务。



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I-media

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北京力美广告有限公司 (i-Media) 是一家由美国顶级投资机构 IDG 在中国投资的专业移动营销解决方案公司，总部设在北京。现有力美广告平台、力美企业宝、贝壳应用等多项移动互联网产品，是一家拥有国际化广告创意团队和专业技术开发实力的移动营销解决方案提供商。力美已成为腾讯、新浪等主流移动门户网站的移动广告代理公司。力美瞄准中国 9 亿手机用户，拥有强大的数据库系统，致力于为大型企业和高端客户提供移动互联网营销解决方案和个性化的 APP 定制服务，为中小型企业提供精准的广告投放平台和手机 WAP (APP) 站的建立和运营。力美 (i-Media) 公司总部设在北京，在上海、广州、深圳、武汉、成都、厦门、青岛均设有分部，旗下投资有 7 家专业移动互联网技术开发公司。i-Media is an IDG invested professional mobile marketing solutions provider. We have an internationalized creative team and an expert group of technical developers to back them up. With many years of devoted focus in the mobile marketing industry, we provide sophisticated proposals to solve all forms of client requests. With IMS, IMN, Beike Apps and many other mobile Internet product offerings, we strive to become one stop technical and creative solutions provider for marketers to turn to. As the biggest mobile advertising space agency in China, with major partnerships with big names such as Tencent and Sina, we also promise most effective marketing effects. Currently, i-Media has more than 260 employees. Albeit based in Beijing, we also have branches spread out in most big cities of China, including Shanghai, Shenzhen, Guangzhou, Chengdu, Fuzhou, Wuhan and Qingdao. We have also invested in seven other mobile Internet developing firms.

刘明君 Odin Liu

商业拓展副总经理 VP of Business Development

刘明君现任力美广告商业拓展副总经理。曾在重点高校担任大学老师，资深媒体人背景，有多年国内知名商业财经杂志主笔经历，并在国内一线互联网公司有过市场，商业拓展，销售管理等职业经历。

odin liu is the VP of Business Development at I-media. Odin became a teacher after he got a Master degree. Then, Odin joined the famous business magazine Entrepreneur China and served as a chief journalist. Prior to I-media, Odin was in charge of Market/sale and business development in Fastweb.



InMobi

www.inmobi.com

InMobi 是全球最大的独立移动广告网络, 办事机构遍及全球四大陆, 为广告商、移动互联网合作商、开发者提供独特的全球广告解决方案。InMobi 网络正在快速发展, 目前每月移动广告印象数超过 934 亿, 能够史无前例地到达 165 个国家以上的 4.85 亿消费者。最近收购的 Sprout 是针对移动富媒体的领先 HTML5 创造平台, 帮助 InMobi 扩展为创意公司和品牌所提供的服务。InMobi 于最近被评为“2011 硅谷 AlwaysOn 移动公司百强”企业。InMobi 的资金投资商, 其中包括 Kleiner, Perkins, Caufield & Byers 和 Sherpalo Ventures 等。公司在伦敦、旧金山、班加罗尔、东京、内罗毕、新加坡等地设有办事处。

InMobi is the largest independent mobile advertising network. With offices on five continents InMobi provides advertisers, publishers and developers with a uniquely global solution for advertising. The network is growing and now delivers the unprecedented ability to reach 485 Million consumers, in over 165 countries, through more than 93.4 Billion mobile ad impressions monthly. The recent acquisition of Sprout, a leading HTML5 authoring platform for mobile rich media, helps expand the InMobi offering to creative agencies and brands. InMobi is venture-backed by investors including: SoftBank, Kleiner Perkins Caufield & Byers and Sherpalo Ventures. The company has offices in Bangalore, Johannesburg, London, Nairobi, New York, Paris, San Francisco, Seoul, Singapore and Tokyo.

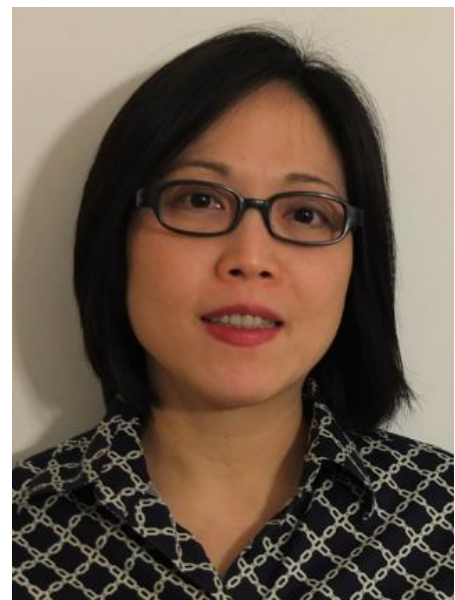


顾世仪 Aileen Ku

中国区销售运营官 **Head of Sales & Operation, China**

顾世仪女士在 2011 年 9 月加入 InMobi 担任销售运营官, 负责建立 InMobi 在中国的业务。她是一位经验丰富的国际经理人, 有超过 15 年的数字及广告业务管理经验, 跨越客户, 代理和媒体, 包括易传媒, 好耶, 群邑, 德州仪器。顾世仪女士来自台湾。拥有雪城大学广告硕士。

Ms. Aileen Ku joined InMobi in September 2011 as head of sales & operations, responsible for setting up InMobi sales and ad operations in China. A seasoned executive with over 15 years of digital and advertising experience, Ms. Ku has ventured in the US and Greater China, with well-rounded management experience at client, agency and media side, including AdChina, Allyes, GroupM, Texas Instruments. She is experienced at setting up operations and practices, generating exceptional results. Ms. Ku holds a master's degree in Advertising from Newhouse School of Communications, Syracuse University.





知世.安索帕

wwwins Isobar

www.isobar.com.cn

wwwinsisobar

知世·安索帕

成立于 1999 年的知世.安索帕是华人市场具领导地位的数字营销顾问公司，擅长整合无限创意与专业技术，

为客户提供最佳的商业解决方案。知世.安索帕亦是众多知名大型企业的首选代理商，其中包括：可口可乐、阿迪达斯、宝洁(P&G)、中国肯德基、飞利浦、利乐包、Nissan 汽车、阿联酋航空、西北航空、半岛酒店、汇丰银行、及雅虎！奇摩等。2004 年 7 月加入安吉斯媒体集团，成为全球数字营销服务品牌安索帕(Isobar)的一份子。总部位于上海，并于台北、香港、北京、及广州均设有分公司，在大中华地区拥有超过 280 多位精英人材。知世.安索帕也是亚太区许多著名网络奖项的常胜军，亦是大中华地区获奖最多的代理商之一。

Founded in 1999, wwwins Isobar, a leading full-service digital marketing firm in the Greater China market, specializes in marrying technology with innovative marketing and business ideas. wwwins Isobar is the agency of choice for many blue-chip clients including Coca-Cola, adidas, Procter & Gamble, ABInBev, Philips, Tetra Pak, Nissan, Tourism Australia, Emirates, Northwest Airlines, Peninsula, HSBC, and Yahoo!. wwwins joined Isobar, the world's largest global network of digital marketing companies, in July 2004. wwwins is also a frequent winner of numerous industry awards all across Asia and the world and has offices in Beijing, Guangzhou, Hong Kong, Shanghai, and Taipei with over 280 digital specialists. Jean Lin is the founder of wwwins Isobar.

范文毅 Wayne Fan

总经理, 上海 **Managing Director, Shanghai**

美国密执安州立大学大众传播硕士，原任台湾智威汤逊广告副总经理。超过 17 年多元行销传播经验：广告，直销行销，互动行销。于 2008 年 3 月加入知世.安索帕，担任大中华区业务总监。曾服务客户包括：可口可乐、百威英博、酷悦轩尼诗帝亚吉欧洋酒(MHD)、捷豹汽车、马自达汽车、丰田汽车、沃尔沃、Guess 牛仔裤、戴比尔斯钻石、美国运通、汇丰银行、果缤纷、淳果篮、新西兰奇异果、统一方便面、轩尼诗干邑、三得利威士忌、白兰氏鸡精、傲胜、博士伦、联合利华（旁氏、多芬、夏士莲、力士、Mod's Hair、家乐、Snuggle）、7-Eleven、肯德基、必胜客、信义房屋、B&Q、远传电信、诺基亚、速博固网、IBM、爱普生、飞利浦。



Wayne has a Masters degree in Mass Communication. He specializes in brand & marketing strategy, and multi-disciplinary integration. Before joining Isobar Shanghai, Wayne was a Client Service Director, JWT Taipei. He has 16 years of 1-to-1 marketing, advertising, interactive and integration experience. Client service experience includes Jaguar, Mazda, Toyota, Volvo, Guess Jeans, DTC, AMEX, HSBC, Arnott's Biscuits, Cadina, Tropicana, Welch's, Zespri, President's Instant Noodle, Hennessy Cognac, Suntory, Cerebos EOC, OSIM, Bausch & Lomb, Unilever Pond's, Dove, Hazeline, Lux, Mod's Hair, Knorr, Snuggle, 7-Eleven, KFC, Pizza Hut, SinyiReal Estate, B&Q, FarEasTone, Nokia, Sparq, IBM, EPSON and Philips.



凯帝珂广告（上海）有限公司

Kinetic Advertising (Shanghai) Co.Ltd

www.kineticww.com



凯帝珂Kinetic是一家全球领先的户外传媒机构，拥有丰富的户外媒体传播经验，专业提供品牌与消费者间的多效互动沟通模式。凯帝珂Kinetic是隶属WPP旗下的专业户外传播品牌，设有各种专业团队为客户提供广泛的户外传播需求，包括Joule, Aviator, Target Health, Destination Media Group, Kinetic People, Meta, ALCANCE, Zone 和Hi Rezz.等等。凯帝珂Kinetic中国在上海、北京、广州、南京4个主要城市设立有分支机构，是中国投放量最大的户外媒体代理机构。Kinetic Worldwide is the global leader in understanding how brands can connect with people's lifestyles and the environments they engage with. Fully owned by WPP, Kinetic's expertise and insight helps deliver solutions for clients that achieve ambitious brand and marketing goals. Kinetic is traditionally an Out of Home media agency and in addition today delivers wide-ranging specialist expertise through its complementary service divisions including Joule, Aviator, Target Health, Destination Media Group, Kinetic People, Meta, ALCANCE, Zone and Hi Rezz. Kinetic China is a specialist unit with offices in Shanghai, Beijing, Guangzhou and Nanjing. Kinetic China is the leading outdoor media agency in China.

刘志彦 **Jim Liu**
总裁 **President**

23年丰富的大陆与台湾营销广告和整合传播的经验，累积客户、代理商和媒体三方观点，给予实效和创意相结合的实战方案。1994年，Jim出任台湾Saatchi & Saatchi整合行销客户总监。1999年，Jim成为索尼影视娱乐旗下有线电视频道 Super TV公司的市场营销副总裁。2001年，Jim加入实力媒体（中国区）担任整合行销总经理，负责提供整合传播方案与开启互联网行销服务。2005年，Jim荣升博睿传播China Media Exchange董事总经理，负责户外媒体、互联网与整合营销业务。2006年12月，Jim接任凯帝珂广告Kinetic China总裁，带领公司成为中国投放和专业技能上最领先的代理商，同时不遗余力地推动其与国际化广告领域接轨。



Jim has 23 year marketing experience in integrated marketing communication, and fair understanding in the roles of client, agency and media. In 1994, Jim took up the head of the Saatchi & Saatchi Integrated (Taiwan). In 1999, invited by Sony Picture Entertainment, Jim joined Super TV as Vice President – Marketing. In 2001, Jim joined ZenithOptimedia as General Manager – IMC where he built up Integrated & Interactive arm to help the agency to stand out from competition in communication integration and internet marketing. In 2005, Jim was promoted as Managing Director - China Media Exchange, in charge of outdoor together with 2 previous built units for the whole Publicis Group. Jim is the key driver to promote out-of-home communication in China. End of 2006, Jim joined Kinetic China as President.

亿动广告传媒

Madhouse.Inc

www.madhouse.cn

亿动广告传媒(Madhouse)是中国最大最智能的无线广告网络和无线营销一站式服务提供商,是中国无线营销事业的领导者和重要推动者,致力于为广告主和无线媒体伙伴提供领先的全面整合的专业服务,包括最智能的无线广告投放系统 MadServing,中国最大的无线广告网络 MadNetwork,领先的无线广告技术合作平台 MadPlatform,以及全面整合无线营销解决方案 MadSolutions。



Madhouse is China's largest and most intelligent mobile ad network, providing cutting-edge mobile marketing solutions to bring advertisers together with mobile media publishers to unleash the power of mobile marketing. A recognized specialist focusing exclusively on mobile media and advertising, Madhouse offers four key services: MadServing, industry-leading mobile ad; MadNetwork, China's largest mobile ad network; MadPlatform, industry-leading mobile ad technology service platform empowers; and MadSolutions, integrated mobile marketing solutions provider.

马良骏 Joshua Maa

创始人&首席执行官 Founder & CEO

马良骏是亿动广告传媒(Madhouse)创始人和首席执行官。马良骏同时还是全球无线营销协会(MMA)亚太区的创始会员和董事会成员,并且是全球移动广告委员会的联合主席。在创办亿动广告传媒(Madhouse)前,马良骏曾任Tom在线的执行副总裁,主管无线业务运营及国际业务发展,并在2005年成功地将Tom在线变为中国营业收入最高的无线增值服务提供商。在加入Tom在线之前,马良骏创办了大中华区领先的无线音乐娱乐服务提供商滚石移动并出任创始CEO。马良骏在大中华区的新媒体、娱乐和消费者营销行业拥有超过19年的管理经验。



Joshua Maa is the Founder and Chief Executive Officer of Madhouse Inc.,. Joshua Maa is the Founding Member and Board Director of MMA APAC (Mobile Marketing Association, Asia Pacific Region), and the Co-Chair of Global Mobile Advertising Committee. Before founding Madhouse, Joshua Maa was EVP at TOM Online, where he managed the Wireless Business & Operations and International Business Development teams, and helped Tom become the largest Wireless Value-Added Service Provider by revenue in China in 2005. Before TOM Online, Joshua was the Founding CEO of Rock Mobile Corporation, Greater China's leading Mobile Music Entertainment Service Provider. Joshua has over 19 years of managerial experience in Greater China's New Media, entertainment, and Consumer Marketing industries.



迈势媒体

Maxus

www.maxusglobal.com

迈势是2009及2010年全球成长最快的跨国媒介代理商，而

且是唯一一个创立于数字时代的跨国媒介代理商集团。我们的核心思想-受众关系传播，将营销策划和客户关系营销的精神结合在一起。这是一种全新的模式，根基于创新的媒介思维方式和高端的、实时的客户数据分析。我们的服务包括传播策划、数字营销、数据管理、媒介策划和购买、直效媒介行销、以及营销模组投资报酬率效率分析。迈势在全球拥有60个代理公司,1300多名员工。迈势隶属于群邑集团。群邑集团是世界最大的媒介投资管理机构，是WPP将旗下所有的媒体公司整合成立的母公司。

Maxus is the world's fastest-growing global media agency, according to RECMA (2009), and the only media network created in the digital age. We help marketers build profitable relationships between consumers and their brands, combining the disciplines of communications planning and customer relationship marketing to deliver 'Relationship Media', our new model powered by creative media thinking and sophisticated, real-time customer data. We have more than 1,300 people in 60 agencies worldwide, and we're part of GroupM, the world's largest media investment management group that serves as the parent company for all of WPP's media agencies. Our services: communications strategy, media planning and buying, digital marketing, direct response media, data analytics, marketing ROI evaluation

萧静萍 Annie Hsiao 总裁 President

萧静萍于2006年10月被任命为群邑旗下迈势中国总裁，负责迈势在中国的战略发展和增长。萧静萍拥有丰富的营销、广告和媒体经验。她在麦肯光明开始了她的广告和媒体事业，任职10年间，她在战略策划、业务开发和管理众多国际品牌的领域中发挥重要的作用。萧静萍在1994年获得麦肯亚太区颁发的“优异奖”。而后，她受聘于灵师广告(Lowe)负责台湾联合利华(Unilever Taiwan)和汇丰银行(HSBC)的行销企划。之后，她又于2003年受聘并任职台湾星传媒体董事总经理。萧静萍毕业于台湾文化大学，主修英语文学。



Annie Hsiao was appointed President of Maxus China in 2006, and is responsible for the strategic growth and development of Maxus in China. Annie Hsiao joined Maxus with a wealth of experience in marketing, advertising and media. She began her career in advertising at McCann-Erickson. During her 10 years at the agency, she played a critical role in strategic planning, business development and management on many international brands. Annie was awarded the "Excellence Award" at McCann Asia Pacific in 1994. Following that, she spent four years with Lowe as a strategic planner, responsible for development work on HSBC and Unilever Taiwan. Annie joined Starcom as Managing Director, Taiwan in 2003. She graduated with a Bachelor's degree in English Literature from the Chinese Culture University in Taiwan.



尚扬媒介

MEC

www.mecglobal.com



尚扬媒介通过建立、实施和估量广告传播方案让人们积极参与到品牌中。我们的专业在于：媒体计划和购买、数字媒体、搜索、效果营销、社交媒体、分析和洞察力、体育、娱乐和公益营销、多文化的内容植入、零售、整合策划。尚扬媒介拥有 4500 多名才华横溢充满激情的员工，在 84 个国家拥有 250 个办公室，与我们的全球、区域和地方客户一起工作。尚扬媒介是群邑集团的主要创始机构之一。群邑集团是 WPP 旗下媒介投资管理集团。

MEC gets consumers actively engaged with our clients' brands, leading to positive awareness, deeper relationships and stronger sales. Our services include brand and consumer insight and ROI, communications planning, media planning and buying, interaction (digital, direct, search), sport, entertainment and cause partnerships & retail consultancy. Our 4,500 highly talented and motivated people work with local, regional and global clients from our 250 offices in 84 countries. We are a founding partner of GroupM, WPP's media investment management group.

Christian Guinot

总裁 President China

Christian 于2011年11月被任命为尚扬中国总裁，负责尚扬媒介在中国的策略发展和运营。Christian是一位具有全球视野的法国人，有23年丰富的媒介从业经验。他自2007年起担任MEC俄罗斯董事总经理，并领导该公司在短短四年之中从行业第六上升到了第一，在过去18个月中赢得了超过2.5亿美金的新业务，将客户群扩展至整个独联体区域。此前三年，他在MEC英国担任全球解决方案团队的管理合伙人，负责管理欧洲的戴姆勒-克莱斯勒和达能业务。加入尚扬媒介之前，Christian先后在MPG，MediaCom和Euro RSCG担任相关管理职位。Christian 驻任上海。



Christian Guinot was named President for MEC China in November 2011 and is responsible for MEC's strategic development in China and oversees its operations. An international Frenchman, Christian has 23 years of experience in the media industry. Christian has been Managing Director of MEC Russia since 2007. Christian oversaw the rise of MEC from No. 6 to No. 1 in four years, winning over USD250 million of new business in the last 18 months alone and extending key client relationships across the Commonwealth of Independent States region. Christian moved to Russia from MEC UK where he was Managing Partner, Global Solutions, running the Daimler Chrysler and Danone accounts across Europe for three years. Prior to his career at MEC, Christian has worked for MPG and MediaCom and Euro RSCG. Christian is based in Shanghai.



竞立媒体

MediaCom

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MEDIACOM

People first, better results

竞立媒体是全球领先的专业媒介传播机构，在全球89个国家拥有116个办公室，年度媒介承揽额约250亿美元（数据来源：2010 RECMA）。竞立旗下拥有MediaCom Interaction，负责互动营销；MediaCom Business Science，负责商业分析和咨询；MediaCom Insight，负责研究市场和消费者行为心理；MediaCom ESP，为客户提供特殊节目合作的整合方案和评估。这些专职部门都是各领域的领先。竞立媒体隶属于群邑集团，群邑是世界领先的营销服务传播机构WPP旗下的媒介管理集团。

MediaCom is one of the world's largest media communication specialists, with US \$25 billion global billings (Source: RECMA 2010). Our "People First, Better Results" philosophy drives our strategy and reflects our belief that placing "people" – consumers, clients and employees – at the core of our business leads to optimum business results. The MediaCom China family includes such leaders in their fields as: MediaCom Insight, provides in-depth analysis of what motivates and influences consumers in the real world with proprietary and customized research; MediaCom Business Science, focused on helping clients achieve maximum sales return; MediaCom Interaction, our global digital and interactive marketing agency, with future-forward proprietary technology that works to grow clients' businesses; MediaCom ESP, entertainment and sponsorship specialists that connect brands to consumers when they are most open to product messages. MediaCom is part of GroupM, the world's largest media investment management group that serves as the parent company for all of WPP's media agencies.

张喆翔 Michael Zhang

总裁 President

张喆翔于2006年1月出任竞立中国总裁，主要负责竞立中国的发展战略及运营。在他的带领下，这支充满活力的团队在短短两年内使得竞立在2007年一跃成为集团第二大媒介公司，也是当年成长最快的公司。1995年，张喆翔加入奥美北京，开始了他在广告传媒业的职业生涯。在出任竞立中国总裁之前，他先后任职于传立媒体及迈势媒体，并在迈势媒体担任事业总监一职。2003张喆翔年被《Media》杂志评为“年度最佳媒介策划人员”三甲之一。

Michael Zhang was appointed President of MediaCom China in January 2006 and is responsible for MediaCom's strategic development and operations in China. Michael began his media career at Ogilvy Beijing in 1995. He was transferred to Mindshare Beijing in 1997 and was business director of Maxus Beijing before his current role at MediaCom. He was recognized as one of the China's top three media planners by Media Magazine in 2003.





北京秒针信息咨询有限公司

Miaozhen Systems

www.miaozhen.com



秒针系统是中国领先的第三方广告技术公司。秒针成立于 2006 年，总部位于北京，在上海和广州设有办事处，拥有超过 240 名全职员工，是国家级高新技术企业和“双软”认证企业。秒针目前日均处理数据超过 2TB，拥有日均处理 1000 亿广告请求的数据处理能力，累计存储、处理数据超过 2PB。秒针独特的 Moment

Tracking 技术，帮助广告主及其代理公司、网络媒体有效评估和优化数字广告效果，提升媒介投资回报。包括宝洁、微软、可口可乐、大众、欧莱雅、肯德基等众多国际知名品牌在使用秒针的产品和服务优化其数字广告投入，提升广告投资回报。作为中国领先的第三方广告技术提供商，秒针为媒介投资者和行业提供中立、公正、科学、可靠的数据和有效的技术应用方案，推动广告行业的创新与发展。

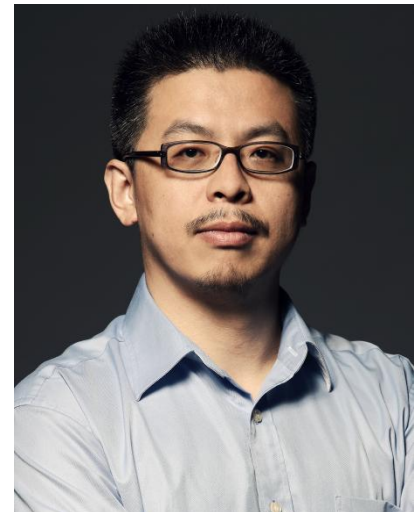
Miaozhen Systems is the leading third-party advertising technology company in China. Founded in 2006, with more than 240 employees, Miaozhen Systems is a novel high-tech enterprise and 'Soft-Soft' certificated company. Miaozhen Systems headquarters in Beijing, with branch offices in Shanghai and Guangzhou. Miaozhen Systems process over 2TB data per day, with data processing capability of 100 billion ad requests every day. The cumulative data storage is over 2PB. The exclusive Moment Tracking technology helps advertisers, agencies and publishers in efficiently measuring online campaign impact (including reach, frequency and demography of target audience), and enhance their online advertising returns. Various leading multinational brands including P&G, Microsoft, Coca-Cola, Volkswagen, L'Oreal, KFC are using tools and solutions provided by Miaozhen Systems. As the leading third-party advertising technology company, Miaozhen Systems provide impartial, scientific and reliable data and solutions, promoting advertising industry to innovate and develop.

胡泉 Kevin Hu

首席运营官 COO

2010 年加入秒针公司，主要负责秒针公司内部运营管理、市场公关及人事工作，并负责与媒体建立广泛合作，积极推动秒针在业界影响力建设。胡泉先生 2000 年投身中国互联网事业，拥有 10 年以上丰富的从业经验，对互联网研究、数字营销具有深刻见解。此前曾任职尼尔森互联网（Nielsen Online）中国区业务副总裁。

Kevin Hu was appointed COO of Miaozhen Systems in 2010 and is responsible for the company operations, management, marketing, human resources and media cooperation. In his leading, Miaozhen Systems has built a great market influence. Kevin is a seasoned professional in internet research and digital marketing communication with more than 10 years of solid experience working in leading international company. His was vice president of Nielsen Online China.



传立中国

Mindshare China

www.mindshareworld.com



传立是国际领先的媒介传播机构，其承揽额超过 278 亿

美元(来源: RECMA)。传立在北美，拉丁美洲，欧洲，中东和亚太区 82 个国家拥有 114 个分公司。每个分公司都致力于为传立打造自身的品牌竞争力及营销优势。传立是 WPP 集团的成员，WPP 集团是全球领先的传播服务集团，拥有 842 亿美元的承揽额(来源: RECMA)。传立也是群邑的成员。群邑是 WPP 旗下世界领先的媒介投资管理机构。

Mindshare is a global media and marketing services network with billings in excess of \$27.8 billion (source: RECMA). The network consists of 114 offices in 82 countries throughout the North America, Latin America, Europe, Middle East, and Asia Pacific, each dedicated to forging competitive marketing advantage for businesses and their brands. Mindshare is a member of WPP, the world's leading communications service group with \$84.2bn in billings (source: RECMA), and is part of GroupM, the world's leading full service media investment management operation, which was created by WPP Group to oversee its assets in this sector.

Andrew Spear

Director, Digital Innovation

Andrew is Director, Digital Innovations at Mindshare China. Currently tasked to work across all Mindshare clients to integrate leading edge technologies and methods into media plans, Andrew specializes on ROI tracking and mobile marketing. Andrew has experience working with blue chip clients such as YUM!, Nike, and L'Oreal, and he currently leads the Mobile Taskforce at Mindshare China, which drives and improves mobile advertising across all clients within the agency. Prior to joining Mindshare, Andrew helped found Jigocity, a daily-deal eCommerce business where he was in charge of the entire mobile marketing operations in China. Andrew is an alumni of Columbia University and has an MBA from The University of Hong Kong.



上海邑智广告有限公司

mJoule

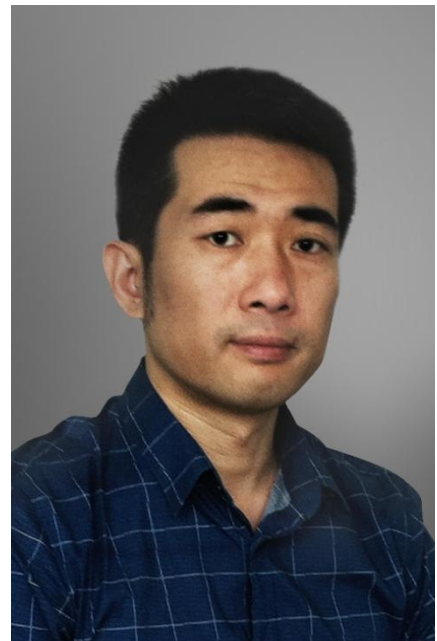


mJoule was formed by a partnership between GroupM and Tenth Avenue. With the acquisition of Wisereach, mJoule's entire focus is on mobile marketing in the Great China region. mJoule's operating model has three core components: Global Platform with core shared services. Regional Production Hubs with technology resources capable of supporting multiple local offices. Local Offices providing capabilities required for in-market client and agency collaboration (Account, Planning, Creative and PM). mJoule has offices in Shanghai and Beijing, and offers services such as mobile marketing strategic planning, campaign design, campaign implementation, technology and creative services, mobile media planning and buying, tracking and measurement, data management and CRM, and research and development. mJoule is lead by CEO Craig Zhang.

张磊 Craig Zhang

首席执行官 CEO

Craig oversees the day-to-day operations for mJoule in Beijing and Shanghai and has ultimate responsibility for the satisfaction and success of every client in the geography. Craig is also the CEO of mJoule, which is Joule's partnership with GroupM in China. Prior to becoming managing director of Joule, he built out a world-class team of mobile marketing, creative, media and technology professionals at Wisereach, a leading mobile marketing agency in China. Craig founded Wisereach in 2009 and helped make it agency of record for brands including into Microsoft, Audi, Michelin, Motorola and Sanofi. Prior to starting Wisereach, Craig worked at 21 Communications with responsibilities including strategy development, planning, campaign implementation and management, and analytics and reporting. He also led the media trading team. Craig earned a Master's in Finance from Massey University in New Zealand.



北京无线互联广告有限公司

MMX CHINA

www.mmxchina.com



北京无线互联广告有限公司（MMXChina）Mobile Media eXplore 成立于 2004 年，2006 年正式进入无线广告与多媒体服务领域，目前主要从事服务项目为：为中国市场上各大中广告主提供手机互动媒体推广，无线互联网应用与开发的咨询，WAP，蓝牙等无线市场新媒体的广告代理，策划，媒介购买等服务。我们是最有潜力的创新整合代理商，我们借助新兴媒体和技术，特别是基于移动的诸多营销方式，先后为惠普、诺基亚、标致汽车、北京现代、IBM、SAP、CISCO、中国移动、中国联通等世界 500 强企业考虑新颖的服务。我们是中国无线互联网广告代理与咨询策划业的先行者，也是中国手机新媒体市场的积极推动者。我们是 MMX China。

翟思 ZhaiSi

创始人 Founder

10 年移动互联网营销

丰富的 4A 广告公司从业经验

创业者

国内第一家专注移动营销整合服务的提供商。

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年营业额 1500 万+的移动广告代理商

我们是创造 BIG IDEA 的营销革命家！





现代传播（珠海）科技有限公司上海分公司

Modern Media

www.modernmedia.com.cn



本集团是一间领先的传媒公司，矢志成为国际地区与大中华地区之间的文化信息平台，主要在中国及香港地区提供生活时尚杂志的制作、推广和发行及杂志广告版面的销售。国际化、时尚化、高品位是我们的宗旨，传播真理、传播潮流、传播品位是我们的目标。

目前，本集团在中国香港制作「号外」（一本拥有逾三十年出版历史的杂志），并在中国制作七份杂志，包括「周末画报」、「优家画报」、「新视线」、「汽车生活」、「健康时尚」、「生活」及「大都市（男士/女士版）」。在该等杂志中，「周末画报」在发行量方面为制作最成功的杂志。2010年推出移动数码媒体“iweekly 周末画报”，全面支持 iPhone/iPad 阅读体验；2012年全新上线移动阅读 iPad 端应用程序“imagazine 现代志库”。

虞萍 Jane Yu

iWeekly 创始人，现代移动数码副总裁

虞萍是领先的 iOS 中文数字媒体 iWeekly 的创始人，现任现代移动数码副总裁。她于 2007 年加入现代传播集团，在 2009-2010 年间任优家画报出版人，同时她也是 LOHAS 乐活杂志的出版人。在加入现代传播之前，虞萍历任 LVMH 集团全国市场总监，瑞表集团全国市场总监，欧莱雅集团全国市场总监。虞萍获有中欧商学院 MBA 学位，拥有超过 12 年丰富的市场从业经验，非常熟悉奢侈品和化妆品行业的业务和客户习惯。





网易

NetEase, Inc.

www.163.com



网易(NASDAQ: NTES)是中国领先的互联网技术公司, 1997年6月创立以来, 在开发互联网应用、服务及其它技术方面, 网易始终保持业界的领先地位, 并在中国互联网行业内率先推出了包括

中文全文检索、全中文大容量免费邮件系统、无限容量免费网络相册、免费电子贺卡站、网上虚拟社区、网上拍卖平台、24小时客户服务中心在内的业内领先产品或服务, 还通过自主研发推出了一款率先取得白金地位的国产网络游戏。

NetEase, Inc. is a leading China-based Internet technology company that pioneered the development of applications, services and other technologies for the Internet in China. NetEase's online communities and personalized premium services have established a large and stable user base for the NetEase websites, which are operated by its affiliates. In particular, NetEase provides online game services to Internet users through the in-house development or licensing of massively multi-player online role-playing games. The NetEase websites offer include instant messaging, online personal advertisements, matchmaking, alumni clubs and community forums. The Company believes that it is also the largest provider of free e-mail services in China. Furthermore, the NetEase websites as well as its micro-blogging services provide various channels of content. NetEase aggregates news content on world events, sports, science and technology, and financial markets, as well as entertainment content such as cartoons, games, astrology and jokes, from over one hundred international and domestic content providers.

李黎 Lily Li

副总裁 Vice President

李黎女士, 现任网易公司副总裁, 毕业于北京工业大学和中欧国际工商学院。李黎服务网易公司12年, 拥有丰富的互联网营销经验, 多年管理网易门户广告业务并取得了优异的销售成绩。

Ms. Li Li, the incumbent Netease company vice president, graduated from the Beijing University of Technology and the China Europe International Business school. Li Li service Netease company for 12 years, has a wealth of Internet marketing experience, years of management Netease portal advertising business and has achieved outstanding sales performance.





尼尔森

Nielsen

www.nielsen.com



尼尔森公司是全球首屈一指的资讯和监测公司，提供全球领先的市场资讯、媒介资讯、在线研究、移动媒体监测、商业展览服务以及其他相关服务。尼尔森公司业务遍布全球 100 多个国家和地区，总部位于美国纽约。

Nielsen is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

高杰 Jesse Goranson

大中华区高级副总裁 Senior Vice President, Greater China

高杰为尼尔森公司高级副总裁，全面负责大中华区与“消费者在看什么”相关的所有项目，包括电视，网络，手机领域的受众测量和广告效果，以及社交媒体影响力研究。高杰自 2007 年加入尼尔森，主导在网络与移动通讯业务的创新工作，以及与谷歌 Google、雅虎 Yahoo、微软 Microsoft、Facebook 与 Twitter 的合作，是尼尔森在社交媒体和跨媒体研究领域的权威专家。高杰也频繁应邀在主要数字媒体论坛进行演说，包括 AdTech, ThinkMobile, Digital Hollywood, DMA, CTIA 和 GSMA 论坛。

Jesse Goranson is Senior Vice President for Nielsen Greater China. Jesse is responsible for Nielsen's Watch business in Greater China, covering Nielsen's audience measurement and advertising effectiveness businesses across TV, online, and mobile, as well as our efforts in social media. Jesse has been with Nielsen since early 2007, most recently leading Nielsen's online and mobile innovation work, as well as Nielsen's partnerships with Facebook, Google, Yahoo, Microsoft, and Twitter. Jesse is one of Nielsen's leading experts on Social Media and Cross-Media research. Jesse has been a frequent speaker at digital conferences including most recently AdTech, ThinkMobile, Digital Hollywood, DMA, CTIA and GSMA events.





浩腾媒体

OMD

www.omb.com



INSIGHTS • IDEAS • RESULTS

浩腾媒体在中国具有 10 年的成功媒介经验，集合了各个领域中的媒体精英。我们坚信所有事情都能做到的传播文化。

浩腾媒体具有强大的媒体覆盖网络，为我们的客户提供最专业和优质的服务，在这 10 年中，我们的客户保留率高达 92%。对客户的责任感和透明度是我们的核心力量

OMD had 10 successful years in China. China veterans in all key roles. Can-do, hands on culture. The agency network with momentum. Client retention of 92%. Accountability and transparency at our core.

汪慧玲 Arlene Ang

数字媒体首席执行官 CEO Digital

汪慧玲具有二十年经验的媒体专家，以及在亚太区媒体行业实战的经验，她在中国的广告经验起始于 1993 年，曾在盛世长城国际广告公司负责宝洁公司。1999 年，她创立了自己的互动传媒代理公司 AdXplorer，并利用 8 年的时间将其逐渐壮大成为亚洲最大的代理公司之一，服务网络遍及中国、新加坡、香港、日本、台湾以及澳大利亚。汪慧玲在传统媒体、互动传媒、传媒创意等方面都有丰富的经验，曾服务于福特、大众、英特尔、惠普、必胜客、诺基亚、联合利华、立顿红茶、强生集团、跑街公司、LG、CISCO、PayPal 等世界知名品牌。Portfolio 公司，并促成了阳狮脉达韩国公司的成立。



Arlene has over 22 years of advertising experience. Her China adventure started in 1993 with Saatchi & Saatchi working on various P&G brands. In 1999, she tried her hand at being an entrepreneur by starting her own digital marketing agency, AdXplorer. She built it into one of Asia's largest digital agency network with over 8 offices across China, Singapore, HK, Japan, Australia and Taiwan before selling it to other investors. Arlene vast experience includes traditional media, creative services, digital and CRM. She has previously handled brands such as Ford, Volkswagen, Intel, HP, Pizza Hut, Nokia, Unilever Lipton Tea, Johnson & Johnson, P&G, LG, CISCO and PayPal.

宏盟集团

Omnicom Media Group

www.omnicomgroup.com

OmnicomMediaGroup

宏盟媒体集团(OMG)隶属于宏盟集团(NYSE:

OMC)旗下,负责其媒体代理业务。该集团是一家全球领先的集广告、市场及公关于一体的国际性公司,为100多个国家5000多个优质客户提供服务。宏盟媒体集团旗下拥有全方位的媒体服务公司浩腾媒体及PHD以及多个直销促销市场策划,公关等专业性服务公司。我们在整个市场有着无以比拟的影响力,丰富的专业技能,各种媒体形式均处于市场领导地位以及不断的创新理念。扩大对于最优化能力的投资,保持在业内的领军地位并带给客户最大的市场投资回报率。

Omnicom Media Group (OMG) is the media services division of Omnicom Group Inc. (NYSE: OMC), the leading global advertising, marketing and corporate communications company, providing services to over 5,000 clients in more than 100 countries. Omnicom Media Group includes the full service media networks OMD and PHD as well as a number of specialty media communications companies. We offer unparalleled clout in the marketplace, as well as a depth of capabilities and experience to drive leadership and innovation in every media type. In order to maximize our investment in building out best-in-breed capabilities, ensure we can draw industry-leading talent and bring the maximum market leverage to bear for our clients.

汪慧玲 Arlene Ang

数字媒体首席执行官 CEO Digital

汪慧玲具有二十年经验的媒体专家,以及在亚太区媒体行业实战的经验,她在中国的广告经验起始于1993年,曾在盛世长城国际广告公司负责宝洁公司。1999年,她创立了自己的互动传媒代理公司AdXplorer,并利用8年的时间将其逐渐壮大成为亚洲最大的代理公司之一,服务网络遍及中国、新加坡、香港、日本、台湾以及澳大利亚。汪慧玲在传统媒体、互动传媒、传媒创意等方面都有丰富的经验,曾服务于福特、大众、英特尔、惠普、必胜客、诺基亚、联合利华、立顿红茶、强生集团、跑街公司、LG、CISCO、PayPal等世界知名品牌。Portfolio公司,并促成了阳狮脉达韩国公司的成立。



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人民网股份有限公司
People.cn CO,LTD
www.people.com.cn



人民网，创办于 1997 年，是世界十大报纸之一《人民日报》建设的以新闻为主的大型网上信息交互平台，也是国际互联网上最大的综合性网络媒体之一。作为国家重点新闻网站的排头兵，人民网以“权威性、大众化、公信力”为宗旨，以“多语种、全媒体、全球化、全覆盖”为目标，以“报道全球、传播中国”为己任。2008 年，胡锦涛总书记在视察人民网时指出：“人民网创办 10 多年来，大力宣传党的主张，积极引导社会舆论，热情服务广大网民，发挥了独特作用。” 人民网正着力打造 Web2.0 多媒体原创互动体系，人民电视、人民播客、和手机人民网、手机强坛、手机电视、手机报、手机短信等新媒体服务丰富多彩，广受业界肯定和网民欢迎。2010 年，人民网股份有限公司创立。

People's Daily Online, founded on 1997, is a large-scale information platform constructed by People's Daily – one of the world's top ten newspapers. It is also one of the largest comprehensive Internet media on the Internet. With "authority, popularity and credibility" as tenet, it takes the objectives "multi-language, all media forms, globalization and full coverage", and "disseminating China's news and covering world news" as its mission. In 2008, during his inspection tour of People's Daily Online, President Hu Jintao noted "People's Daily Online has played a unique role in advocating the Party's belief, guiding public opinion and warmly serving netizens in the years since inception." People's Daily Online is striving to build an interactive system featuring web 2.0 technologies. The rich and varied new media service including TV, blog, and mobile phone internet, mobile phone community, mobile phone television, mobile phone newspaper, and mobile phone short message service have been recognized and have received positive comments from netizens. People's Daily Online has been granted a licenses for publication of audio-visual programs through the Internet or other information network, license for radio and TV program production and business operation, and license for 3G phones. People.cn CO.,LTD was established in 2010.

许丹丹
人民网总裁助理、副总编辑兼无线事业部主任

许丹丹，1999 年进入人民日报社网络中心，2000 年至人民网下属金报电子音像出版中心工作。历任人民网 IT 频道主编、金报电子音像中心执行主任、人民网资讯部主任，2010 年起任人民网无线事业部主任，人民网总裁助理兼副总编辑。目前，人民网拥有手机报、手机门户（无线互联网门户网站）、手机论坛、手机电视等立体、综合手机媒体平台，并着力向客户端等新兴的基于移动互联网的服务迈进。





苏州贝多科技有限公司

Bedo Technologies(Suzhou) Co., Ltd.

www.k.ai

www.lbs.org.cn



苏州贝多科技有限公司（贝多）注册于中国苏州新加坡工业园区，是国内领先的基于位置的手机社交网络服务/平台提供商。贝多是一家无线互联网创业公司，股东包括世界 500 强美国高通(Qualcomm)及法国电信(Orange)

等战略投资者，以及中新创投(CSVC)、愈奇投资(Mustang Ventures)等具有政府或国际背景的风险投资基金。贝多致力于移动位置服务，主要产品/服务包括：驴博士，基于 wifi 和手机基站的定位平台；开开，基于位置的手机社交网络。自成立以来，公司及旗下产品曾先后获得硅谷红鲱鱼杂志 2008 年私有未上市最有潜力的科技全球百强公司（2008 Red Herring Global 100）、中国手机客户端软件十强、中国移动互联网应用十佳、索尼爱立信金枝奖最佳 Mobile 2.0 应用等多项业内荣誉。

Based in China-Singapore Suzhou Singapore Industrial Park, Bedo Technologies Suzhou Co., Ltd is a leading location-based social networking platform and services provider in China. Bedo is a private, VC-backed company with investors from Qualcomm, France Telecom Orange, etc. Bedo is offering various location-based services in China: LBS platform: a cell/wifi-based location platform covering top 150 cities of China and K.ai: a location-based mobile social network. Since its inception, Bedo has received several awards, including 2008 Red Herring Global 100, Top 10 China's Mobile Client Software, Golden Olive Awards – Best Mobile 2.0 Application, etc.

穆荣 MU Rong,

创始人兼首席执行官 Founder & CEO

穆荣 2005 年创立贝多科技并负责公司总体战略及运营。贝多科技位于苏州，是一家专注于移动位置服务的创业企业，其投资者包括美国高通 Qualcomm 及法国电信 Orange 等。在创立贝多科技前，穆荣是广达科技的创始人及 CEO（2001-2005）。广达科技是中国领先的移动行业应用软件开发商之一，主要向中国公安机关提供先进、可靠的移动警务解决方案。在创立广达科技之前，穆荣曾先后在苏州新加坡工业园区开发公司担任项目经理（1996-2000）及在苏州紫兴纸业担任自动化组主管（1993-1996）。穆荣拥有 MBA 及工学士学位。



Mu Rong founded Bedo in Jun 2005 and is responsible for the overall strategic development of the company. Bedo is a mobile 2.0 startup based in Suzhou, China... Before founding Bedo, Mu Rong was the founder & CEO of Cybertech from 2001 to 2005. Cybertech is a leading software company focused on developing pioneering, mission-critical mobile applications for the Chinese police. Prior to Cybertech, Mr. Mu served as a project manager in China-Singapore Suzhou Industrial Park development Co. (1996-2000), and the head of automation dept of Suzhou Papyrus Paper mill (1993-1996). Mu Rong holds a MBA degree and a BSc degree.



凤凰新媒体

Phoenix New Media

www.ifeng.com



凤凰无线营销拥有丰富的资源和高质量高活跃度的用户群体，结合凤凰新媒体自身媒体核心价值与成功营销经验的同时，利用以手机为主要传播平台的第五媒体，直接向“分众目标受众”定向和精确地传递个性化即时信息。通过与消费者的信息互动达到市场沟通的目标，为无线互联网市场带来众多创新。手机凤凰网（3g.ifeng.com）和凤凰客户端作为凤凰新媒体的无线营销战略平台，已经成为服务中高端手机网民、并有别于传统门户的主流手机媒体，同时也已成为众多广告主表现创意和广告代理商整合资源的首选。金融、汽车、电商，以及 IT 企业广告主在凤凰无线的投放都占有很重要的位置。凤凰无线营销致力打造一个全新的优质的广告网络，融合手机凤凰网、手机客户端的优势资源以及接入了联想、天语、金立、华为将近十个手机品牌厂商的内置网站，并为用户提供优质的手机报资讯服务和短彩互动服务，为广大广告主提供更精准、更有效果的广告投放。

Phoenix Wireless has abundant of resources and high-activity user groups. Combining with the Phoenix New Media media core value and successful marketing experience, Phoenix Wireless accurately pass personalized real-time information to its targets by using mobile phone as main disseminative platform. Phoenix Wireless bring innovation though the information interaction to achieve the goal of marketing communications. Phoenix Wireless (3g.ifeng.com) and Phoenix Client became a mainstream mobile media which servicing high-end wireless netizens and distinguished traditional portals. It also become the first choice of many advertisers and advertising agencies to expressing creations and Integrating resources. The ads-placement of Financial, automotive, electrical and IT corporate advertisers are owned important positions in Phoenix Wireless. Phoenix Wireless devote to forge a new high-quality ad networks, combining the Advantageous resources like Phone Phoenix, Phoenix Client and nearly 10 built-in site of mobile phone brand manufacturers consist of Lenovo, Tianyu, JinLi, Huawei. Phoenix Wireless offers superior mobile phone information and SMS, MMS interactive services for its users and provides more precise and effective ads-placement for majority of advertisers.

赵睿 Zhao Rui

副总经理，无线广告

Deputy General Manager, Wireless Advertising

2010 年加入凤凰网，负责组建全国无线广告销售、支持团队组建及全国无线广告市场开发工作。在加入凤凰新媒体之前，曾任职亿动广告传媒，负责的 HP、佳能客户的营销案例分别获得全球奖项。任职百度大客户部其间，负责通讯 IT、FMCG、汽车等行业客户。

Rui joined Phoenix New Media in 2010 and is responsible for the formation of Sales and Sales Support team and the development of wireless advertising market. Before Phoenix, Rui was in Madhouse and contributed to the cases HP and Canon which won global awards. During his time in Baidu, Rui was responsible for industry clients of communication, FMCG and automotive.



凯伦传媒

Posterscope China

www.posterscope.com

Posterscope China

凯伦传媒是安吉斯集团 (Aegis Group plc.) 旗下专业户外传播网络 Posterscope 的中国公司。凯伦传媒秉承策略、创新、实效的服务理念，致力于为客户提供包括策划、购买、创意、制作、执行、监测和维护在内的全方位一站式服务，是中国领先的户外传播代理公司。凭借不断积累的行业经验和对本土的洞察力，凯伦传媒获得众多客户的亲睐，服务包括可口可乐、诺基亚、保乐力加、安利、华为、中国人保财险、新秀丽、妮维雅、飞利浦等在内的多个国内外知名品牌。

Posterscope is China's leading Out-of-Home (OOH) communications agency, and is committed to provide clients with accountable and innovative campaigns, delivered by people who are highly knowledgeable, and passionate about the Out-of-Home business. In 2007 it became part of the Posterscope Worldwide Network, which is the OOH communications specialist of Aegis Group PLC headquartered in the UK and listed on the London Stock Exchange. Posterscope provides integrated OOH solutions and campaign management to clients, including media strategy development, innovation exploration, media plan execution and monitoring service. Its client portfolio includes Coca-Coca, Nokia, Pernod Ricard, Amway, Huawei, PICC, Samsonite, Nivea, Philips, etc.

班绵恩 Ben Milne

集团策划总监 Group Planning & Innovation Director

Ben 毕业于英国苏塞克斯大学，实验心理学学士。他在户外购买、策划和创新领域有 11 年工作经验，主持过为 FlowerByKenzo (高田贤三罂粟花女士香水) 在伦敦中心种植 70,000 株罂粟花、将英国 10 个城市中心改造成 MINI 的互动场所等众多项目。他曾在莫斯科担任 Posterscope 俄罗斯分公司 Master AD 的总经理。Ben 在凯伦传媒主要负责管理客服部及视讯知识与创新执行部门。

Ben graduated from Sussex University (U.K.) with a BSc (Hons) degree in Experimental Psychology. He has 11 years of OOH industry experience in buying, planning and innovation leading a diverse range of projects such as planting a field of 70,000 poppies in the centre of London for FlowerByKenzo to turning 10 UK city centre's into interactive playgrounds for MINI. His previous role was General Manager of Master AD, the Posterscope Worldwide network office, located in Moscow, Russia. Ben's role at Heartland-Posterscope is to oversee the account service department and lead the digital & innovations division Hyperspace. Ben believes that the convergence of behavior and devices will see increasing synergy between clients mobile and OOH strategies as consumers are able to search, recommend and even purchase whilst on the move – behaviours that are becoming increasingly commonplace with smartphones and emerging technologies like NFC.





PPTV 网络电视

PPTV Online TV

www.pptv.com



每个人的网络电视

PPTV 网络电视是全球华人领先的、规模最大、拥有巨大影响力的视频媒体，全面聚合和精编影视、体育、娱乐、资讯等各种热点视频内容，以视频直播和专业制作为特色，基于互联网视频云平台 PPCLOUDTM 通过包括 PC 网页端和客户端，手机和 PAD 移动终端，以及与牌照方合作的互联网电视和机顶盒等多终端向用户提供新鲜，及时，高清和互动的网络电视媒体服务。

PPTV is the largest leading online TV service in China offering featured television shows, sports, entertainments, news and other popular video contents. It is characterized for its live-streaming service and professional video production. Based on the online video cloud platform PPCLOUDTM, PPTV is accessible from a variety of systems including PC website (www.pptv.com) and its client offer, mobile phones and PAD mobile devices, and Internet TV or set-up boxes provided by licensed carriers. PPTV offers the clients latest, timely, high-quality and interactive online media experiences.

单晓蕾 Steven Shan

副总裁、多终端事业部总经理

Vice President & General Manager of Multi-terminal Business Department

单晓蕾 2011 年加入 PPTV 网络电视，现任职副总裁兼多终端事业部总经理。单晓蕾在广电、电信、互联网以及媒体等跨行业多领域积累了丰富的运营经验，深悉多种终端的产业链和业务模式。单晓蕾主要负责 PPTV 网络电视在智能手机、平板电脑、智能电视及机顶盒等多终端业务方面的研发、产品、运营和商务工作，以及推动 PPTV 移动互联网和家庭互联网服务。在 PPTV 网络电视“一云多端”的战略部署中，单晓蕾所带领的多终端部门发挥了举足轻重的作用。在他的带领下，PPTV 网络电视取得国内 iPhone/iPad 视频应用市场占有率第一名的傲人成绩，并率先实现在 Andriod 系统全平台的客户端应用。

Mr. Shan Xiaolei joined PPTV Online TV in July 2011 and currently assumes vice president and general manager of Multi-terminal business Department. Mr. Shan Xiaolei has worked in multi-industry fields such as radio, telecom, Internet and media, which gives him rich operation experience and an insight into industry chain and business models of multiple terminals. After joining PPTV, Shan Xiaolei is mainly responsible for R&D, products, operation and business affairs in multi-terminal business such as smart phone, PAD, smart TV and Set Top Box (STB), as well as promoting PPTV mobile Internet and family Internet services. In PPTV's strategic plan of "One Cloud for Multiple Terminals", the Multi-terminal Business Department led by Mr. Shan Xiaolei plays a decisive role. Now under his leadership, PPTV Online TV's share in domestic iPhone / iPad video application market is the largest. PPTV has firstly realized the application for users in Andriod system platform.





帷千移动在线（广州）信息科技有限公司

WQMobile Technology Ltd.

www.wqmobile.com



帷千动媒™
WQMobile

帷千动媒始于 2009 年，致力于提供全方位的移动营销服务，使商业信息在移动网络时代获得高效流转。帷千始终秉承开放合作的态度，打造共赢的平台。帷千动媒以强大的移动广告平台及技术为核心，开展 In-App 广告、App 整合营销、App 数据统计分析、移动 O2O 四大板块业务，旗下包括 In-App 移动广告、APP 垂直解决方案、阿波罗专业 APP 推广及 APP 数据统计分析、帷千乐园等多种形式的移动营销服务，致力于为开发者及广告主提供高效、精准、全面的移动信息一体化运营。

WQ Mobile, founded in 2009, creates technology that reduces the inefficiency in information sharing that exists between businesses and consumers today. We develop a mobile advertising technology that fully integrates with mobile distribution channels and traditional advertisers which enables target marketing for the mass market. With the convenient tool, developers are able to easily monetize their mobile application and simultaneously monitor the account updates; advertisers are able to manage their advertising campaigns thru selected targeted channels with the self-service platform. Our target is to penetrate our technology to the traditional advertising environment and bring the best service and value to the mobile advertising industry. Our four services includes in-app advertising, app integrated marketing, app data analytic, mobile O2O solution; products includes in-app advertising platform, app vertical solutions, AppPRO app promotion service, app data analytic, WQ Park, etc.

林志坚 Ken Lam

营销总经理 Sales General Manager

林志坚负责帷千动媒移动互联营销业务。从事广告营销行业 12 年，在外资公司，上市公司，国际 4A 公司有这丰富的从业经验。2008 年致力于网络互动营销、数据库营销范畴。2010 年进入微博营销领域，担任华艺传媒南区总经理一职，2011 年进入移动互联网领域，尝试把微博营销与移动互联营销结合，为客户解决 O2O 模式的实效营销问题。过往服务客户有 P&G、Nokia、Nissan、GM、AIG、TNT、中国银行，建设银行，中国移动，万科房地产等。



Ken Lam is in charge of WQ Mobile's sales business. Ken has been engaged in advertising and marketing industry for over 12 years, and has rich working experience in foreign company, listed company, and international 4A companies. He started to focus on interactive internet marketing and database marketing area from 2008. In 2010, Ken committed to weibo marketing industry and served as the GM of Creaty China Southern district, and become a student of Mr. Du Zijian, leader of Weibo marketing in China. From 2011, Ken decided to go mobile and combine weibo marketing and mobile internet marketing together to provide practical O2O marketing solutions for clients. Customers served in the past is listed but not limited to Procter and Gamble, Nokia, Nissan, General Motor, AIG, TNT, BOC, CCB, China Mobile, Vanke real estate, etc.



北京《瑞丽》杂志社

Beijing Rayli Magazine House

www.rayli.com.cn

瑞丽 Rayli

瑞丽传媒是中国领先的时尚传媒企业，以“设计美丽，设计生活”为传播主旨，深刻影响着当今中国的都市潮流风尚。经过 16 年的发展历程，在“媒体整合，品牌延伸”的战略指导下，瑞丽已成为以高档期刊出版为核心，同时发展网络、图书、无线移动媒体等多种媒体，兼营广告、发行、整合营销、模特经纪等多项业务的立体化传媒企业。

瑞丽传媒企业在中国成功开创时尚杂志的实用化先河，并将《瑞丽》品牌 DNA “实用的时尚”与国际化视角有机融合，使“瑞丽”品牌成为驰名中国的著名媒体品牌，-形成了以《瑞丽服饰美容》、《瑞丽伊人风尚》、《瑞丽时尚先锋》、《瑞丽家居设计》、《男人风尚》等知名杂志为代表的期刊群；打造出用户量、影响度和创新力均大大领先的瑞丽新媒体：瑞丽女性网（www.rayli.com.cn）、瑞丽电子杂志、瑞丽无线。成功实现了平面媒体与新媒体的互动整合。

杨宇涛 Richard Yang

新媒体分社副社长兼瑞丽新媒体总监

Deputy Director & New Media Director

杨宇涛先生长期从事互联网、宽频、传媒和策略咨询行业，拥有超过 15 年的企业策略规划、运营管理、品牌管理、市场、公关等工作经验。在国际化上市公司、民营企业、国家机关等类型单位均有工作和管理经验，深刻了解中国市场，熟悉产业政策。



人人公司

Renren Inc

www.renren-inc.com



人人公司 (NYSE: RENN) 拥有中国领先的实名制社

交网络平台人人网，截至 2012 年 6 月 30 日，拥有 1.62 亿激活用户。用户可以在这一平台上相互交流，分享信息和用户自创内容，玩在线游戏，听音乐，参与团购，并享受一系列其它服务。人人公司的平台包括人人网、人人游戏、糯米网（团购业务）和经纬网（商务 SNS）。人人的目标是继续引领和定义中国的社交网络产业，并不断地给中国用户的沟通、娱乐和购物带来革命性的变化。

Renren Inc. (NYSE: RENN) operates the leading real name social networking internet platform in China. It enables users to connect and communicate with each other, share information and user generated content, play online games, listen to music, shop for deals and enjoy a wide range of other features and services. Renren's platform includes the main social networking website Renren.com, the online games center game.Renren.com, the social commerce website nuomi.com, and the newly launched professional and business social networking service website jingwei.com. It had approximately 162 million activated users as of Jun 30, 2012.

江志强 Alvin Chiang

首席营销官 CMO

江志强先生于 2008 年 11 月加盟人人公司，担任首席营销官一职。负责全国互联网与手机的广告销售业务，以及旗下网站的整体企业品牌宣传、市场推广、公关、商务合作等。江先生在互联网领域经历丰富，曾先后于雅虎奇摩、网易、阿里巴巴集团等公司担任要职，在广告销售、营销策划、电子商务等领域锐意创新，业绩出众。近年来，他积极倡导网络营销服务的整合，不时从全媒体视角提出引领市场趋势的新思路，多样化的创新营销模式推陈出新。

Mr. Chiang joined the Renren Inc. in November 2008 as Chief Marketing Officer responsible for advertising sales, PR, business operation and marketing. A seasoned

executive with over 12 years of internet and advertising experience, Mr. Chiang has held senior roles at Yahoo! Taiwan, NetEase and the Alibaba Group. His career highlights include generating exceptional results in the areas of e-commerce, advertising sales and marketing planning for above companies.





Rovio Entertainment Ltd.

www.rovio.com

Rovio 总部位于芬兰，是一家颠覆行业的娱乐媒体公司，成功打造了全球闻名的愤怒的小鸟形象。愤怒的小鸟最初是一款面向智能触屏手机的休闲益智游戏，发布仅一年的时间，便迅速成为了一种全球现象，成为有史以来最为成功的付费游戏应用。在移动游戏取得成功之后，愤怒的小鸟迅速扩大至娱乐、出版，并通过授权经营，成为世界流行的国际品牌。

Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game for touchscreen smartphones, became an international phenomenon within a year of release, and is now the number one paid app of all time. Following this success in mobile gaming, Angry Birds has expanded rapidly in entertainment, publishing, and licensing to become a beloved international brand.



Paul Lin Chen General Manager, China

Paul is General Manager, China for Rovio Entertainment Ltd. and oversees Rovio's office in Shanghai. Rovio is an entertainment media company based out of Finland, and the creator of the globally successful Angry Birds franchise. Paul has over 15 years of experience in video games, consumer electronics, manufacturing, retail distribution, brand management and licensing. Paul was previously SVP and GM of ZVUE Inc, a leading manufacturer in portable MP3 players preloaded with licensed music from Sony BMG, Universal Music, and Warner Bros Music. Paul also spent many years as VP and head of licensing for Performance Designed Products, the largest video game accessories manufacturer in the US, which he licensed brands from companies such as Nintendo, EA, Activision, Microsoft Xbox and Sony Playstation. Other companies Paul has worked in the past are Hasbro, Harmonix, and Game Group plc. Paul holds an MBA from University of Phoenix and is a regular speaker at many startup and technology conferences in China and the US.



上海寰彩网络科技有限公司

Shanghai Huancai Network Technologies Co., Ltd.

www.sifang.com

‘玩转四方’是最潮流的位置服务，将手机、地理位置以及 SNS 实现完美融合，方便查询你所在地周边位置的吃喝玩乐，并享受玩转四方合作商户的优惠；通过它还能记录生活足迹，并同步到如 MSN、新浪微博等所有主流社交网络与更多朋友分享。



Sifang is the leading LBS service of China, realizing perfect fusion to Mobile, geographic location & SNS. With Sifang, users can “check-in” at locations in China, earn badges, become mayors, and ultimately share their location based activities to the major social networks in China (MSN, Sina Weibo, RenRen) using a smartphone or feature phone.

高视 **Shi Gao**

市场销售及运维部高级副总裁

Senior Vice President, Marketing & Operations

高视，在 IT 及移动互联网领域拥有多年的从业经验及广泛的人脉。早年曾负责多个视频游戏机模拟器开发项目，及多个视频游戏的 PC 移植项目，并与育碧等行业内许多著名游戏公司保持紧密合作；随后加入微软，作为微软技术中心的最早一批员工，开始长达 7 年的微软工作经历，先后就职于多个核心部门，历经研发、方案、市场等多个职位，并主持了微软中国多个千万美元级别以上项目的实施；07 年后，离开微软，加入凯捷资讯，搭建及负责超过百人的大型技术实施团队，并参与包括奥运及世博相关的移动解决方案；09 年底作为联合创始人，参与创建玩转四方（sifang.com）国内领先的移动互联网位置服务提供商，负责市场及运营相关事务。



With dozen of years experience in IT and mobile internet, Gao Shi is well known in the industry with wide people relationship. In his early period, he was a leader for several game console emulator development teams, which is the pilot in China in this area. In the same time, he also worked tightly with UBI soft and other game companies for the video game migration from console to pc. After that, he joined Microsoft engineering center in China as the first batch of employees. He kept working in Microsoft for around 7 years, and his role in the company covered R&D, solution, support, marketing and other. During the time, he also worked as the owner of multiple large projects of Microsoft. Gao Shi resigned from Microsoft in 2007 and his next stop was Capgemini consulting, which is the third largest consulting company in the world. He was in charge of building the delivery team with more than one hundred members, and involved in the large mobile solution such as Beijing Olympic and Expo Shanghai. By the end of 2009, Gao Shi became a cofounder of Sifang, the leading location based service provider, and the main responsibility is the marketing and product operation.

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新浪

Sina

www.sina.com



新浪是全球最具影响力与公信力的中文门户网站，是中国大陆及全球华人社群中最受推崇的互联网品牌，以服务大中华地区与海外华人为己任。新浪日均浏览量超过 20 亿，月度覆盖网民超过 4 亿，截至 2012 年 2 月，新浪微博注册用户突破 3 亿，每天产生的微博内容超过 1 亿条，拥有遍布北美、香港及台北的全球三大站点，影响范围辐射全球，引领着中国互联网的发展，深度影响着主流中国的进程。

新浪拥有多家地区性网站，集结多条业务主线，其中包括：提供网络新闻及内容服务的新浪网、提供移动增值服务的新浪无线、提供 Web 2.0 服务的新浪微博、提供跨媒体、跨终端的一站式音乐服务的新浪音乐提供网上购物服务的新浪电子商务。新浪全力整合网络资源，为全球网友提供精彩纷呈的网络体验。依托新浪的核心业务以及新浪的影响力，新浪在网络广告方面一直是中国互联网行业的领军者，大幅度领先于竞争对手。新浪微博业务在经过一年的发展已经成为最受关注的互动产品，在用户满意度、覆盖率等多项指标上遥遥领先。十二年来，新浪一如既往的坚持创新的精神和高度的社会责任感，秉承“一切由您开始”的品牌宣言，致力于为全球用户提供全面及时的中文资讯、快捷海量的网络空间，并努力推动多元文化的发展与融合，为中国带来精彩无限的网络体验。

洪力舟 Ken Hong

新浪微博营销总经理 GM, Weibo Marketing

自 2010 年 6 月起，Ken 开始担任世界顶级网络代理商睿域营销和狄杰斯大中国区董事总经理，负责公司整体战略和运营管理两个核心机构的日常运作。他曾服务大量国际客户，协助如耐克，联合利华，欧莱雅，卡地亚，新西兰旅游局和许多其他客户，制定数字化战略和创新营销方案。加入狄杰斯前他是睿域营销西雅图总部副总裁，负责战略，分析及创新营销。Ken 于 2012 年 5 月加入新浪，他将主要负责推动新浪微博平台创造更大的价值。Ken 拥有斯泰森大学金融管理学士学位，以及佛罗里达大学的工商管理硕士学位。



Since June 2010, Ken has been the China Managing Director for Razorfish & Digitas, two of the top digital agency networks in the world. He sets the overall strategy and manages the day-to-day operations for both agencies. He takes an active role in helping clients like Nike, Unilever, L'Oreal, Cartier, Tourism New Zealand and many others defining digital strategy and developing innovative marketing programs. Previously, Ken was the VP of Strategy, Analytics and Innovation with the Razorfish Seattle office. Since May 2012, Ken has joined Sina and take the Senior Advisor role helping Sina develop its popular Weibo platform into a powerful marketing platform for advertisers and agencies. Ken holds a BBA degree in Finance from Stetson University and a MBA degree from University of Florida.



搜狐公司

SOHU

www.sohu.com



搜狐公司是 2008 北京奥运会互联网内容服务赞助商，是中国最领先的新媒体、通信及移动增值服务公司，是中文世界最强劲的互联网品牌。“搜狐”在中国是家喻户晓的名字。是中国网民上网冲浪的首选门户网站。作为中文世界最大的网络资产，搜狐矩阵所提供的互联网服务从媒体资讯、

无线增值、互动沟通扩展到产业服务、搜索引擎、网络游戏和生活服务等多个领域。多元化业务的整合运营使搜狐矩阵开创性地满足了中国网民无限网络需求的可能，并使中国亿万网民真正畅享互联网所带来的美好体验。

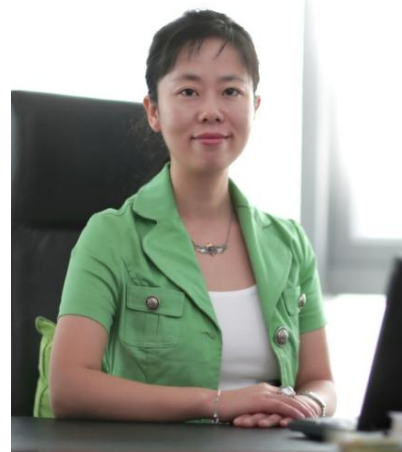
Sohu.com Inc. (NASDAQ: SOHU) is China's premier online brand and indispensable to the daily life of millions of Chinese, providing a network of web properties and community based/web 2.0 products which offer the vast Sohu user community a broad array of choices regarding information, entertainment and communication. Sohu has built one of the most comprehensive matrices of Chinese language web properties and proprietary search engines, consisting of seven leading web properties.

王昕 **Belinda Wang**

联席总裁兼首席运营官 **Co-President & COO**

王昕女士负责搜狐公司广告营销部、17173、焦点房产事业部、汽车事业部和市场部。王昕女士于北京工商大学获学士学位，后于新加坡国立大学获 POST-GRADUATE DIPLOMA 学位，曾在摩托罗拉等公司任职，在销售和市场方面具有丰富的经验。王昕女士 1999 年加入搜狐公司，曾先后任搜狐公司市场总监、销售总监，并于 2009 年晋升为搜狐公司联席总裁兼首席运营官。

Belinda Wang serves as Sohu.com's Co-President and Chief Operating Officer. Ms. Wang leads the company's China brand advertising sales, 17173, Focus, marketing efforts as well as the automotive business unit and she has played an instrumental role in developing China's online advertising market. Prior to joining Sohu.com, Ms. Wang held positions with Internet Securities Inc.(ISI) and Motorola. Ms. Wang received a bachelor's degree in linguistics from China Industrial and Commercial University and a post-graduate diploma from National University of Singapore.



北京锐讯灵通科技有限公司（友盟）

Umeng Technology Limited

www.umeng.com



友盟（Umeng）于 2010 年 4 月成立，是专业的移动应用开发商服务平台。友盟致力于帮助移动应用开发商更好地打造产品、快速扩大用户群和实现最大化盈利。友盟”统计分析“服务在推出一年内已经覆盖上万款应用。友盟在今年 7 月推出了“应用联盟”服务，提供移动应用交叉营销和广告管理功能。友盟团队核心成员来自 Google、百度、微软、三星等国际知名公司。友盟在获得创新工场天使投资后又于 2011 年 7 月获得经纬中国的 \$10M 美元的 A 轮融资。

Umeng was funded in the April 2010. It was the second project to be invested in by Innovation works and recently received \$10M funding from Matrix Partners. Umeng launched the first smartphone application analytic platform in China; and with rapid growth it is now reaching developers worldwide and serving more than 50% of smartphones in its core market of China. Umeng recently launched an app network to enable developers to cross-promote their apps and manage their advertising inventory. Umeng helps thousands of developers to make better applications , increase their user base and revenue opportunity. Umeng’s management team were pervious at Google, Microsoft , Samsung and other leading technology companies.

蒋凡 Fan Jiang

首席执行官 CEO

蒋凡在 2010 年 4 月创立友盟。在短短的的一年里，友盟成为国内领先的移动应用开发商服务平台。蒋凡在 2006 年至 2010 年在 Google 中国工作，参与 Google 地图，搜索质量，内容广告等项目的研发，之前获得复旦大学计算机学士学位。

Jiang Fan founded Umeng in April 2010. Within one year he has grown the company into China's leading mobile developer service platform. Jiang Fan’s vision is to leverage Umeng’s data and strong position in the developer world to create exciting new solutions for developers and advertisers. Prior to Umeng , at Google China, Jiang Fan was a key engineer in Google maps, search result optimization and Google adverting projects. He holds a Bachelor degree in Computer Science from Fudan University.





联合利华中国

Unilever China

www.unilever.com.cn

联合利华是世界上最大的日用消费品公司之一。我们的 14 个品类的 400 个品牌畅销全球 170 多个国家和地区，产品覆盖食品、家庭护理及个人护理产品。每天有 20 亿人在世界各地使用联合利华的产品。联合利华在华累计投资约 10 亿美元，并引进了 100 多项先进的专利技术。旗下品牌奥妙、中华、力士、旁氏、清扬、夏士莲、凌仕、立顿、家乐以及和路雪等，已成为广受喜爱的品牌。联合利华大中华区总部位于上海，并在上海成立了其全球六大研发中心之一的联合利华全球研发中心（上海）。联合利华中国直接雇佣了大约 5,000 多名中国员工，间接提供了 20,000 个就业机会。

Unilever is one of the world's biggest consumer product companies. With 400 brands spanning 14 categories of home, personal care and foods products in over 170 countries, no other company touches so many people's lives in so many different ways. On any given day, two billion people use our products. From feeding your family to keeping your home clean and fresh, our brands are part of everyday life. The breadth of Unilever's involvement in China has added up to US\$1 billion in investment, and the introduction of over 100 advanced technologies. Our brand portfolio, including OMO, Zhonghua, Lux, Pond's, Clear, Hazeline, Lynx, Lipton, Knorr and Wall's, is much loved and trusted by Chinese consumers. Now, Unilever has set up in Shanghai its Greater China headquarters and Unilever R&D Center Shanghai, one of its six global research centers.



刘盛雪 Dorcas LAU

副总裁，电子商务及数字营销

Vice President, Digital Marketing & E-commerce

刘盛雪女士于香港中文大学毕业后加入联合利华香港公司。她在联合利华工作的这些年里，分别任职于销售，市场以及行政管理等部门。2003 年，她被任命为联合利华香港分公司总经理。2008 年开始她同时负责中国台湾及香港的业务。2009 年 7 月，刘盛雪女士被任命为食品品牌建设副总裁，负责中国大陆地区的食品及冰淇淋业务。最近，她被任命为电子商务及数字营销副总裁，负责北亚地区的相关业务。



Dorcas started her career in Unilever after graduated from The Chinese University of Hong Kong. Throughout her years in Unilever, she has held various positions in Customer Development, Marketing and General Management. In 2003, she was appointed as Managing Director for Unilever Hong Kong and, in 2008, she expanded her role to cover the Taiwan business as well. In July 2009, Dorcas moved to Mainland China to take up the role of Marketing Vice President for the Foods and Ice-cream business in China. Recently, she is appointed as the Vice President Digital Marketing and eCommerce for the North Asia region.

阳狮锐奇大中华区
VivaKi Greater China
www.VivaKi.com

阳狮集团(Publicis Groupe)是全球最大的广告与传播公司之一。阳狮锐奇集团(VivaKi)集合了阳狮集团旗下媒体策略,代理与媒体购买公司,这五个品牌分别是:两家全球媒体代理机构“实力传播”(ZenithOptimedia)和“星传媒体集团”(Starcom MediaVest Group)、博睿传播(VivaKi Exchange)、新媒体营销代理机构“狄杰斯”(Digitas)、新媒体广告公司“睿域营销”(Razorfish)和阳狮锐奇新媒体整合中心(VivaKi Nerve Center)。阳狮锐奇代表其旗下品牌及客户,面向市场帮助客户确定和开发相关营销技术、信息传播、受众聚合以及面向未来的内容解决方案。



Publicis Groupe is one of the world's largest advertising and communications company. VivaKi aggregates the marketplace influence of Publicis Groupe five autonomous brands in media planning and media buying agencies, including two global media agencies: ZenithOptimedia and Starcom MediaVest Group; VivaKi Exchange ;digital marketing agency Digitas and digital advertising company Razorfish; VivaKi Nerve Center. On behalf of its agency brands and their clients, VivaKi faces the market to help identify and build marketing technology, message distribution, audience aggregation and content solutions for the future.

王雪如 Sharon Wang
总经理, 阳狮锐奇博睿传播数字媒体
General Manager, VivaKi Exchange Digital

王雪如负责整合阳狮锐奇数字媒体的谈判和购买业务。她有超过十二年丰富的市场营销与科技产业类的工作经验,这样的经历使得她在新媒体与新科技上始终秉持着前瞻性思维,同时,她具有很强的执行力与整合行销能力。

Sharon Wang is General Manager of VivaKi Exchange Digital. She has over 12 years of marketing and technology sector experience which develops her thought leadership in new media and technology. She is also good at driving integration and seamless execution that aligns to the strategy.



VIVA 无线新媒体（北京维旺明信息技术有限公司）

**Viva Mobile Media (Beijing VIVAME Information
Technology Co., Ltd)**

www.vivame.cn

wap.vivame.cn



VIVA 无线新媒体是中国最有影响力和用户最多的手机杂志数字出版与发行服务平台。公司旗下拥有“VIVA 畅读”全平台数字杂志及“VivaMe 维我”个性化品味阅读。VIVA 目前是中国移动阅读基地杂志频道的独家运营合作伙伴，也是中国联通和中国电信的紧密合作伙伴，拥有同行业最强的数字媒体发行渠道。VIVA 旗下主打产品 VIVA 畅读是针对时尚阅读的全新智能客户端，支持各类手机操作系统，已覆盖 90%主流智能终端，截止 2011 年底，拥有 4600 万用户。VIVA 与数百家国内知名媒体建立了合作关系，拥有千余种杂志组成的媒体库。

VIVA Information Technology Co., Ltd is one of the most influential new media wireless service providers in china. It provides technology and operation services of wireless new media platform including pictures, articles, audios and videos. VIVA is an important partner of China Mobile, China Unicom and China Telecom. VIVA Changdu is a digital-reading software which mobile phone users and iPad users can download for free. The software supports all kinds of mobile phone operating system and has covered 90% of the mainstream of intelligent terminals. VIVA, with hundreds of well-known media partnerships, has composed more than a thousand magazines media library.

韩颖 Henry Han

创始人兼首席执行官 Founder & CEO

韩颖先生 1999 年参与创业中国网通，任副总。2003 年任中国网通北京公司副总。2007 年韩颖先生创立 VIVA 无线新媒体公司，公司旗下拥有“VIVA 畅读”全平台数字杂志及“VivaMe”维我个性化品味阅读。截止 2011 年底，拥有 4600 万用户，已成为中国最有影响力和用户最多的手机杂志数字出版与发行服务平台。韩颖先生 2005 年毕业于为长江商学院，获工商管理硕士学位。韩颖先生还担任北京邮电大学管理学院兼职教授、中国传媒大学客座教授、上海理工大学客座教授、中国电子学会宽带委员会副主任等社会职务。



Mr. Han co-founded China Netcom in 1999 and was appointed VP of Sales & Marketing. In 2003, Mr. Han was appointed as Vice General Manager of China Netcom Beijing. In 2007, Han founded Viva Mobile Media, which now owns two major brands – Viva Changdu, an all-platform digital magazine, and VivaMe, a personalized reading app. With a total of 46 million users as of the end of 2011, the company is now the most influential cell phone magazine digital publishing and distribution platform, with most users in China. Han graduated from Cheung Kung Graduate School of Business with an EMBA degree. Han is also Adjunct Professor at School of Management of Beijing University of Post and Telecommunications, Guest Professor at China Media University and University of Shanghai for Science & Technology, Vice Director of Chinese Institute of Electronics Broadband Committee.



北京伟视捷广告有限公司

Vizeum Beijing

www.vizeum.com

Vizeum

伟视捷于 2003 年在中国创立，属于全球主要传播营销服务集团之一的安吉斯集团 Aegis PLC，伟视捷全球网络一直以挑战者的观点面对传统媒体沟通的旧思维，结合消费者行为动机与丰富的媒体实战经验，在全球 50 个国家为客户的品牌与消费者之间建立更有效的沟通联结。2010 年 1 月，安吉斯媒体与 CCTV 以及电视广告最大代理商、在纳斯达克上市的昌荣传播集团在中国合资运营伟视捷中国，办公室分设北京、上海和广州。合资后的伟视捷除了延承既有的全球网络、知识工具和国际经验等优势外，还将共享中国最丰富的本土资源之优势。合资后的伟视捷将更富于创造力、执行力和竞争力。

Vizeum China, established in 2003, belongs to the leading global marketing communication group, Aegis Group. Vizeum Global Networks which always challenge the conventional media thinking, combines its unique consumer motivation theory with profound media expertise to make stronger connections between brand and consumer in over 50 countries worldwide. In January 2010, Vizeum is jointly ventured by Aegis Media Group and NASDAQ-listed Company, Charm Communication Group, which is the largest CCTV media agency in China. Vizeum China, after the joint venture, set up brand offices in Beijing, Shanghai and Guangzhou. It inherit the advantages of existing global network, knowledge, tools and international professional experience, in addition, it will also share China's most abundant domestic resource advantage. Vizeum China will be more creative, executive and competitive in the future.

郑鸿梅 Aimei Zheng

董事总经理，中国 Managing Director, China

15 年广告从业经历，资深传播与媒体运用专家。在品牌传播、媒介策略以及媒介经营上具有丰富的实战经验。先后在福记沟通，昌荣和伟视捷（中国）任职。先后获得：

- 2004 年度中国 30 位杰出女性广告人
- 2005 年度中国 50 位杰出女性广告人
- 2005 年度最具影响力 20 广告巾帼
- 2006 中国年度经济女性成就奖
- 2007 中国年度经济女性成就奖



Aimei has 15 years agency experience on media and communication, Features Brand communication, media strategy and media management. Aimei has worked in sequence in Lee & Brothers Communication, Charm Group and Vizeum China. Aimei has won the following awards :

- Top 30 ad career woman, 2004
- Top 50 ad career woman, 2005
- Top 20 influential ad persons, 2005
- Year of Woman outstanding achievement, 2006
- Year of Woman outstanding achievement, 2007



上海有的放矢广告有限公司

Vpon Inc.

www.vpon.com



「Vpon 威朋」成立于 2008 年，是大中华区领先的移动品牌广告平台。凭借在智能移动设备的独家研发技术与运营能力、海量数据处理分析能力以及对移动品牌广告的深入理解，「Vpon 威朋」已服务超过 500 家知名品牌，包括麦当劳、可口可乐、美国运通、花旗银行等。独立受众超过 8000 万，广告业务覆盖北京、上海、广州、香港、台北等 750 多个城市，并获得近千万美金风险投资。目前 Vpon 于上海/北京/台北/香港设有分支机构，是亚洲地区最具潜力的移动广告媒体之一。

Established in 2008, Vpon Inc is the leading mobile advertising platform in Greater China. With proprietary technology and operating advantages for smart mobile devices, big data processing and analysis capabilities as well as insights into mobile brand marketing, Vpon has expanded customer base to over 500 renowned brands including McDonald's, Coca-Cola, American Express and Citibank. With presence in over 750 cities such as Beijing, Shanghai, Guangzhou, Hong Kong and Taipei, Vpon has over 80 million unique users and has raised some US\$ 10 million in a recent round of venture capital funding. With subsidiaries in Shanghai, Beijing, Taipei and Hong Kong, Vpon is considered one of the most promising mobile advertising media in Asia.

吴诣泓 Victor Wu

创始人兼首席执行官 Founder & CEO

吴诣泓为 Vpon 有的放矢移动广告创办人兼任首席执行官，创办 Vpon 之前，吴先生在 IBM 担任系统工程师的职务，负责多家国内外顶尖金融机构的 IT 系统规划与设计，包括荷兰银行、ING 金融集团、瑞士银行等等，每年为 IBM 带来数百万美金的营收。目前在 Vpon 担任首席执行官，负责公司策略制定与管理，运营跨国跨地区业务，带领菁英团队提供花旗银行、麦当劳、可口可乐等全球知名品牌无线营销解决方案，并在 2011 年完成挚信资本首轮 700 万美金的融资。吴诣泓取得英国德伦大学管理硕士学位(MBA, Durham University)，并于上海复旦大学完成硕士论文，专长在无线营销/广告领域。



Before establishing Vpon.Inc, Victor worked for IBM as a UNIX engineer with IT system planning responsibilities for key financial institutions customers, including ABN-AMRO, ING and Swiss Bank Corporation, delivering \$5m of revenues per annum. As CEO of Vpon.Inc, Victor establishes and drives the company strategy, operates a multinational and trans-regional business, and leads an elite team in offering full service, results-driven LBS mobile ad network solutions to customers with global brands, such as Citibank, McDonald's and Coca-cola. Recently, Vpon.Inc has successfully obtained \$7 million of financing from Trustbridge Partners. Victor has an MBA from Durham University (UK) and does mobile marketing research at Fu Dan University. He is an expert in the field of LBS mobile ad network.



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哇棒（北京）国际传媒有限公司

哇棒(北京)国际传媒有限公司成立于 2009 年 3 月，核心团队由具有多年互联网和移动互联网从业经验的人员构成，立志于移动互联网广告的开发应用及提供移动互联网整合营销传播策略。2010 年 5 月正式推出手机广告平台。目前已成为国内领先的手机广告平台开发商和运营商之一。众多品牌客户如大众汽车、起亚汽车、诺基亚、三星、中国平安、中国人保等等已在哇棒投放广告。

Wooboo (Beijing) International media co., Ltd. is officially established in March 2009. Our core team consists of people with years of experience in Internet and mobile Internet constitutes. Wooboo aspire to provide mobile Internet application development and integrated marketing communications strategy. Wooboo officially launches mobile advertising platform in May 2010. Now, Wooboo has become one of the leading developer and operator of mobile advertising platform. Many branded customers are promoted through our platform, such as VW, Kia Motors, Nokia, Samsung, Pingan of China, PICC and so on.

赵宇光 JASON ZHAO

副总经理 Deputy General Manger

主要负责公司产品研发和运营工作。2000 年毕业于哈尔滨工业大学计算机科学与技术系，学士学位。拥有 10 年以上的 IT 行业从业经验，具备丰富的产品研发设计和管理经验。曾就职于多家知名 IT 公司担任 CTO 职务。

Zhao yuguang is primarily responsible for product development and operations work. He is graduated from the Harbin Institute of Technology Department of Computer Science and Technology in 2000, Bachelor's degree. With over 10 years experience in the IT industry, he has extensive experience in product development design and management. He previously worked at a number of well-known IT companies as CTO.



优酷

Youku

www.youku.com



优酷 (NYSE:YOKU)，中国第一视频网站，2006 年 12 月 21

日正式推出。优酷以 "快者为王" 为产品理念，凭借 "快速播放，快速发布，快速搜索" 的产品特性，充分满足用户日益增长的互动需求及多元化视频体验，现已成为中国互联网领域最具影响力、最受用户喜爱的视频媒体。

Youku Inc. is China's leading Internet television company. Our mission is to become the primary source of online video content for Chinese internet users across all Internet-enabled devices.

魏明 Frank Wei

高级运营副总裁

西南大学计算机科学系毕业。2007 年加入优酷任总裁助理、运营副总裁，2009 年升任优酷高级运营副总裁，是优酷市场、出品、产业内容等业务的核心负责人。魏明始终积极推进优酷商业模式的发展与创新，为不断完善公司商业架构、视频营销服务体系及打造高水准市场品牌做出杰出贡献。1998 年加入中科软件集团，任系统集成部项目经理。2000 年加入搜狐公司，负责搜狐地方站开发和运营，由此正式进军互联网；2002 年任搜狐公司销售经理，负责多个重点广告客户的开发和维护；2004 年任搜狐总裁特别助理，协助总裁办各商务项目协调拓展；2005 年任搜狐焦点房地产网高级销售总监，积累了丰富的互联网运营、营销及推广经验。





百胜餐饮集团中国
Yum! Brands Inc., China
www.yum.com.cn

百胜餐饮集团中国事业部(Yum! Brands Inc., China Division) 隶属于在美国纽约证券交易所挂牌上市的百胜全球餐饮集团(Yum! Brands Inc.)，是中国最大的餐饮集团。百胜餐饮集团中国事业部是百胜全球餐饮集团中国总部，于 1993 年在上海成立。截至 2011 年 7 月，中国百胜已成功地在中国大陆开出了超过 3,200 家肯德基餐厅，500 多家必胜客餐厅，100 多家必胜宅急送和 20 家东方既白餐厅，员工人数 30 万。2010 年中国百胜的营业额为 336 亿元人民币，是百胜全球餐饮集团中发展最快、增长最迅速的市场。



Yum! Brands Inc., China Division, a subsidiary of the NYSE listed Yum! Brands Inc., is the largest restaurant group in China. Yum! China, the China headquarters of Yum! Brands Inc., was founded at Shanghai in 1993. As of end of July 2011, Yum! China had established over 3,200 KFC restaurants, over 500 Pizza Hut, over 100 Pizza Hut Delivery stores, and 20 East Dawning, employing more than 300,000 people. In 2010, total revenue of its restaurants was RMB 33.6 billion.

张之彦 Clare Zhang
资深媒体经理 **Senior Media Manager**

张之彦于 2004 年 3 月加入百胜餐饮集团中国事业部，负责百胜旗下品牌的媒体相关工作，目前负责整个百胜集团新媒体业务以及必胜客、必胜宅急送和东方既白的全媒体支持。加入百胜之前，张之彦曾任职于 Discovery Asia, Inc.，和灵智广告(EURO RSCG)。
Clare Zhang has joined media team of Yum! Brands Inc., China Division in March 2004. She is responsible for new media business of all brands, and total media support of PizzaHut, PHHS and East Dawning. Prior to joining YUM!, Clare Zhang had worked for Discovery Asia, Inc., and EURO RSCG China.

