

U.S.-China Media Partnerships: Bridging the Cultural Gap

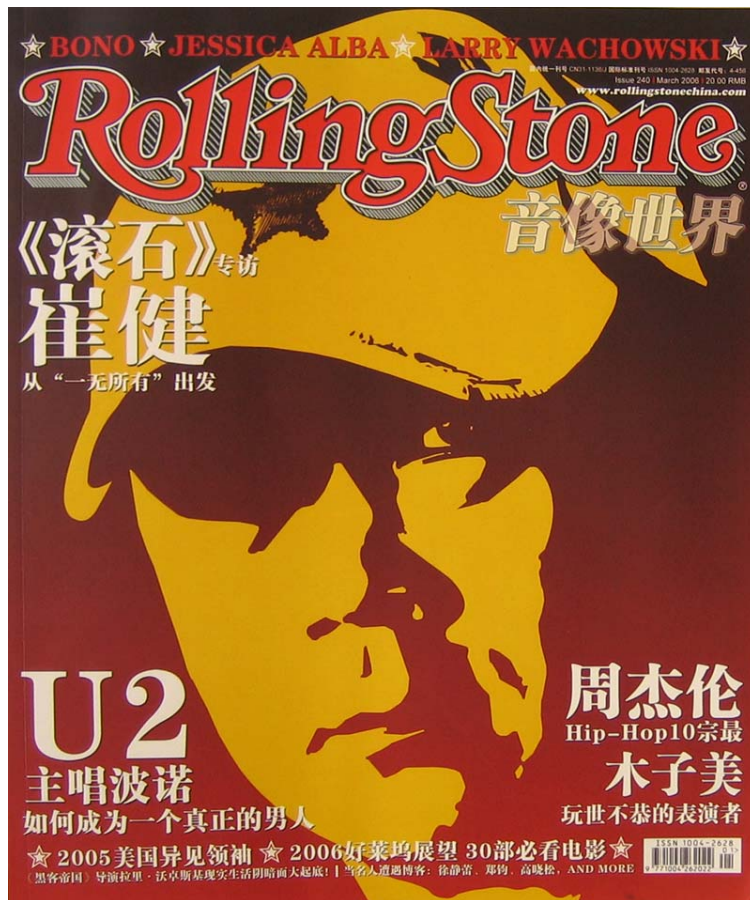


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About Asian Projects

- Consultant to globally expanding media companies
- Founded in 1992; based in Cambridge, MA
- Current clients
 - IDG China
 - Nikkei Business Publications
 - *Sloan Management Review*
 - TechTarget
 - Network Communications Inc.

U.S.-China Media Partnerships: What each side wants



- **U.S.**
 - Revenues
 - Brand extension
 - Global ad buys
- **China**
 - Revenues
 - Brand building
 - International ad sales
 - Training in publishing, marketing, editorial
 - Business synergies

Bridging Two Worlds

- Media business: People are the most valuable assets
- Huge need for managers who can operate in both cultures
- Best skills are learned on the job

Role of liaisons in U.S.-China media partnerships

- Identifying the best possible partner
- Helping structure and negotiate the deal
- Ongoing role: Recruitment and implementation

China-specific issues



- Politics
- Media regulations
- Brand building
- Technology landscape
- Lack of business transparency
- Intellectual property rights

Importance of liaisons to Chinese media partners



- Helping adapt U.S. best practices to the China market
- Dealing with U.S.-centric Americans
- Media technology innovations
- Recruitment

Thank you

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