

MEDIA AND ENTERTAINMENT COMMITTEE



The **Media and Entertainment (M&E) Committee** provides a platform for members interested in entertainment and all forms of media to discuss industry issues, challenges, and opportunities. The Committee holds meetings, panel discussions, and a range of programs with industry experts focused on engaging businesses from the entertainment, drama, cinema, traditional media, and new media industries in ways to best advance their businesses in China.

Committee Priorities: Advocacy-Low Business-Medium (information sharing) Community-High (networking)

MISSION

To understand the challenges the industry faces by communicating with Committee members; to provide insights, sharing sessions, and networking opportunities among members from across industries to help overcome the challenges; making the AmCham China community vibrant by delivering various activities.

MAIN ACTIVITIES

- Core members draft the Media and Entertainment Chapter in our annual AmCham China *White Paper*
- We interview M&E members to understand the decoupling impact on the Media and Entertainment industries in China and the US, issuing a report to make our members' voices better heard.
- Host events to share information about media and the ecommerce market as digital platforms are becoming increasingly important for companies of all industries.

LEADERSHIP



Co-Chair:
Charles Shi,
 Universal Beijing Resort



Co-Chair:
Li Li, Conde Nast China

MEMBER PROFILE

Approximately **250** individuals across different sectors and of varying levels are currently subscribed to the Media and Entertainment Committee.

2022 WORKING PLAN (SUBJECT TO CHANGE)

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> Confirm annual plan with Committee Chairs Submit <i>White Paper M&E Chapter</i> Hold regular Committee event #1 	<ul style="list-style-type: none"> Hold regular Committee event #2 	<ul style="list-style-type: none"> Hold regular Committee event #3 	<ul style="list-style-type: none"> Hold regular Committee event #4 <i>White Paper M&E Chapter drafting meeting</i>

ACTIVE COMMITTEE MEMBERS

Warner Bros.

Legendary Pictures

Condé Nast China

Universal Pictures

GalaMedia Group

Bloomberg

Motion Picture Association

Dow Jones