



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 hosts 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 to advance their businesses in China. The Committee's 2024 strategic plan is organized around three types of activities: *Advocacy, Business, and Community (ABCs)*.

Committee Priorities:

Advocacy-Medium

Business-Low (information sharing)

Community-High (networking)

Mission

The Committee aims 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; to make the AmCham China community vibrant by delivering various activities.

Main Activities

Core members draft the Media and Entertainment Chapter for AmCham China's *White Paper* to address the industry challenges.

Hosting various activities to engage more members in the AmCham China community.

Conducting interviews with M&E members to understand the impact of decoupling on the Media and Entertainment industries in China and the US, issuing a report to better represent our members' voices.

Leadership



Co-Chair:

Charles Shi,
Universal Beijing Resort

Member Profile

Committee Subscribes

>250

2024 Committee Strategic Focus

| Advocacy (A) Medium Priority | Business (B) Low Priority | Community (C) High Priority |
|---|---|--|
| <p>Meet with local and provincial governments to promote people-to-people engagement while offering recommendations to both the Chinese and American governments.</p> <p>Draft Media and Entertainment Chapter for AmCham China <i>White Paper</i>.</p> | <p>Cooperate with members to develop regular events and seminar discussions to share industry insights, reports, and overall market trends.</p> | <p>Create members networking opportunities by hosting mixer events. Engage more members into AmCham China community.</p> |

2024 Working Plan (Subject to Change)

| Q1 | Q2 | Q3 | Q4 |
|---|---|---|--|
| <ul style="list-style-type: none"> • Make annual plan with Committee Chairs • Submit <i>White Paper</i> M&E Chapter | <ul style="list-style-type: none"> • Regular Committee event | <ul style="list-style-type: none"> • Committee mixer | <ul style="list-style-type: none"> • Regular Committee event • <i>White Paper</i> M&E Chapter drafting meeting |

Active Committee Members

| | | |
|--------------------------|----------------------------|------------|
| Warner Bros. | Motion Picture Association | Dow Jones |
| Universal Pictures | Legendary Pictures | Bloomberg |
| Universal Beijing Resort | Disney | Gala Media |