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# EARS ON AUG HELSINKI 2016

 The 9th edition of **EARS – Europe-Asia Roundtable Sessions** – will take across the city of Helsinki on 25-28 August with the leading creative industry professionals from Asia. Expect 4 days of talks, roundtables, shows, parties and the fantastic people from all around the world. <https://vimeo.com/156102203> EARS – Europe-Asia Roundtable Sessions is a platform supporting creative industry collaboration between Europe and Asia. **EARS on Helsinki, taking place August 25-28**, showcases the latest trends from Asia and is the perfect spot to meet key people behind them. EARS on Helsinki is a forum for creative professionals to discover business opportunities and share best practices. Performing arts, new visual culture, music, media, marketing and design are in the focus of discussions and roundtable sessions.

*"Digital platforms keep on creating new possibilities for creative industries. Distribution and financing are hot topics in music, cinema, performing arts and the game industry," says program director **Jani Joenniemi**.*

The four cross-over topics include **Live Events going Digital** - social media, live streaming, holograms and virtual reality disrupt the traditional logic of organizing and attending events; **Funding** - there is whole different logic to funding creative industries, and some serious money to be invested; **Curated Content** - social media megastars, multi-channel personal brands, contents curated and distributed following a whole new set of rules; and **Productisize!** - looking at branding, distribution and adapting stories to cross cultural barriers.

*"Asia is a vast, reforming market that values professional connections. To get to know other professionals is at the core of our event. That's why we comprise our program with enough off-conference time, as well" says EARS CEO **Ossi Luoto**.*

Check the programme and register [ears.asia/helsinki-2016](http://ears.asia/helsinki-2016) A limited amount of super early bird tickets are available. [Head to the shop](#) to get yours before they run out.

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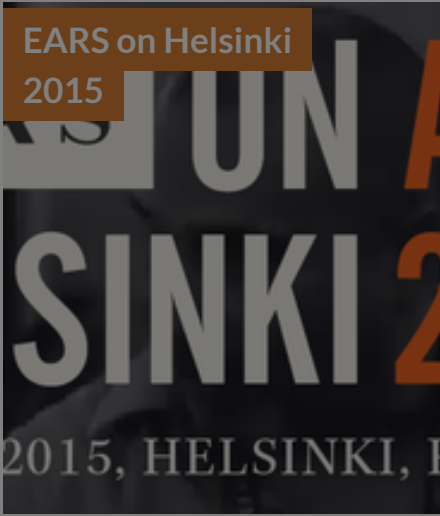
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