

## James Murdoch joins Sir Martin Sorrell on stage at Canne

LONDON, UK: The organisers of the Cannes Lions International Festival of Creativity have confirmed that James Murdoch, chairman and chief executive, Europe and Asia, News Corporation, will be joining Sir Martin Sorrell, chief executive of WPP, in conversation at the 58 Cannes Lions International Festival of Creativity on 24 June 2011.



Sir Martin Sorrell.

James Murdoch is expected to address innovation in digital television platforms, transformation of the journalism business, new opportunities for creativity and storytelling, and the pursuit of growth in under-served markets around the world.

Terry Savage, chairman of the Cannes Lions International Festival of Creativity, commented: "We are delighted to have secured two such passionate champions of innovation for this year's Festival. James Murdoch and Sir Martin Sorrell have both, in their own ways, dared to challenge convention, reshaping the industry and developing businesses that are large employers of creative talent. With their support, Cannes Lions 2011 looks forward to contributing to the global debate on creativity in today's digital era."



James Murdoch.

James Murdoch was appointed chairman and chief executive, Europe and Asia, News Corporation in 2007 with responsibility for the strategic and operational development of News Corporation's television, newspaper and related digital assets in Europe, Asia and the Middle East. He is also chairman of the UK pay TV operator BSkyB where he served as chief executive from 2003 to 2007. He was previously chairman and CEO of STAR, News Corporation's Asian broadcast operations and serves as a non-executive director of GlaxoSmithKline plc and Sotheby's.