Peter Shiao is the founder and CEO of Orb Media Group, a Los Angeles and China based producer, financier and marketer of films, television and games aimed at uniting international and Chinese markets. He is at work on multiple traditional media projects in the martial arts/fantasy genres utilizing digital legs to increase audience loyalty and interaction, lower traditional P&A costs while building new digital products in the process. He currently chairs EMASIA programs for the Asia Society of Southern California.