



Sam and Dan Houser

CO-FOUNDERS OF ROCKSTAR GAMES
GTA IV sold over 3.6m copies in 24 hours when it hit in 2008, cementing Rockstar's place as gaming's biggest "event" publisher.

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Chris Anderson

EDITOR IN CHIEF, WIRED MAGAZINE
In 2009 Anderson followed his influential treatise *The Long Tail* with *Free*, a further series of musings on the new economy.

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Eric Auchard

CHIEF TECHNOLOGY CORRESPONDENT, REUTERS
Based in London, Auchard has walked the technology beat at Reuters since 1993.

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Mike Morhaime

CO-FOUNDER AND PRESIDENT, BLIZZARD ENTERTAINMENT
World of Warcraft now has over 12 million players. It's not a game; it's a phenomenon.

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David Thodey

CEO, TELSTRA
Thodey is filling some big shoes in the wake of Sol and at a trying time for the Telco under the new reforms.

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Ruslan Kogan

FOUNDER AND CEO, KOGAN TECHNOLOGIES

Kogan's outspoken nature has made him a media darling in recent months and garnered a great deal of attention for his company.

The 26-year-old's business model – buy parts direct from the Chinese manufacturers and keep overheads as low as possible – seems like just so much commonsense, but Kogan has capitalised on it in a way few others have managed. He uses services such as eBay and Twitter with a deft touch and it seems to be working, if his appearance in the recent BRW Rich List is anything to go by.

Perhaps his greatest coup was the Kevin 37 – a 37-inch LCD TV that cost the exact amount of Mr Rudd's stimulus package. Was it a best seller? Who knows, but the company was on everyone's lips after a clever marketing campaign...



Kevin Rudd

PRIME MINISTER, AUSTRALIA

Coming up to the end of his second year in office, Prime Minister Rudd has proven remarkably adept at technology issues. Up to a point of course...

Ignoring the Internet content filtering scheme (we lumped that on Senator Conroy) the Rudd Government's biggest commitment to the nation's IT infrastructure has been the creation of the National Broadband Network.

Acknowledging that Australia lags far behind the rest of the world in terms of broadband access and speeds was a big step to begin with. Actually setting events in motion that may one day solve this issue is even better. Whether the NBN will see itself through or be smothered in red tape remains to be seen. But at least we can, as a nation, hold our heads up high and say: "at least we tried something".



Rory Cellan-Jones

TECHNOLOGY CORRESPONDENT, BBC
The Beeb's tech hound brings breaking news and reviews to TV, radio and the web, via the BBC News site and his dot.life blog.

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Robin Parkes

CEO, FREEVIEW
Freeview is being touted as the biggest shake-up to Aussie TV since colour – and Parkes is steering the ride.

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Mike Lazaridis

FOUNDER AND CEO, RESEARCH IN MOTION
"The market for smartphones is incredible," Lazaridis once said. He duly proved his point by selling 50 million BlackBerrys.

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Rob Conway

CEO, GSM ASSOCIATION
Conway also runs the annual Mobile World Congress, the hottest date in any mobile phone aficionado's diary.

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Richard Uechtritz

CEO, JB HIFI
Thanks to Uechtritz, the Aussie punter can buy games, DVDs and everything you need to play them all in one spot.

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