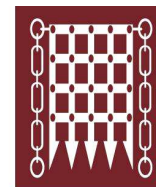


## Westminster eForum Keynote Seminar:

### Next steps for monetising digital content - revenue models, value exchange and options for intervention

Timing: Morning, Thursday, 13<sup>th</sup> December 2018

Venue: Central London



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Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
Senior Parliamentarian
- 9.05 - 9.25 **Inside a working monetisation model - what does it tell us?**  
**James Mann**, Global Sales Director, B2B Content, Financial Times  
Questions and comments from the floor
- 9.25 - 9.35 **Latest developments in content monetisation - strategies, tensions and key growth areas**  
**Matthew Sinclair**, Assistant Director, Economic Consulting, Deloitte
- 9.35 - 10.35 **Life on the front line - monetisation today and the outlook going forward**  
**Matt Rogerson**, Head of Public Policy, Guardian Media Group  
**Mimi Turner**, Chief Marketing Officer (Consulting), Wireless Group and Brand Strategist, Mimi Turner Associates  
**Nick Coveney**, Content Lead, UK & ANZ, Rakuten Kobo  
Senior representative, video  
Senior representative, video games  
Questions and comments from the floor with **Matthew Sinclair**, Assistant Director, Economic Consulting, Deloitte
- 10.35 - 10.40 **Chair's closing remarks**  
Senior Parliamentarian
- 10.40 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**  
Senior Parliamentarian
- 11.15 - 11.30 **Latest thinking on regulation**  
Senior speaker to be announced
- 11.30 - 12.30 **What does a fair value chain look like and how do we get there - partnerships, competition and options for intervention**  
**John Mottram**, Head, Policy and Public Affairs, PRS for Music  
**John Enser**, Partner, CMS  
**Simon Halstead**, Head, Open Demand International, Oath  
Senior representative, advertising  
Questions and comments from the floor with senior speaker to be announced
- 12.30 - 12.55 **Next steps for policy**  
**Ben Dean**, Deputy Director - Head of Media Policy, DCMS  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster eForum closing remarks**  
Senior Parliamentarian  
**Peter van Gelder**, Director, Westminster eForum