

Westminster Media Forum Keynote Seminar: Video-on-Demand, IPTV and catch-up television and the internet

Date: Morning, 9th November 2010

Venue: Telford Theatre, One Great George Street, Westminster, London SW1P 3AA

Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
John Hemming MP, Chair, All-Party Parliamentary Group on New Media
- 9.05 - 9.50 **YouView, SeeSaw and Hulu - competition and the market for online TV**
With several new entrants, and a number of now established outlets, what are the prospects for the online video market? Who are the front runners, and who are the dark horses? How will the number of sites affect competition, and consumers' acceptance of the technology? Assessment on the key areas of competition.
Tess Alps, Chief Executive Officer, Thinkbox
Richard Lindsay-Davies, Director-General, Digital TV Group
Steve Plunkett, Director of Customer Innovation, Red Bee Media
Adriana Menezes Whiteley, Director, Farncombe Consulting Group
David Bloom, Commercial Director, IP Vision
Questions and comments from the floor
- 9.50 - 10.20 **YouView - good for the industry?**
Latest on the progress of YouView and its impact on the industry.
Richard Halton, Chief Executive Officer, YouView TV
Questions and comments from the floor
- 10.20 - 10.25 **Chairman's closing remarks**
John Hemming MP, Chair, All-Party Parliamentary Group on New Media
- 10.25 - 10.50 Coffee
- 10.50 - 10.55 **Chairman's opening remarks**
Mark Menzies MP, Vice-Chair, All-Party Parliamentary BBC Group
- 10.55 - 11.20 **Regulating online television - thoughts from ATVOD**
ATVOD's perspective on the future and regulation of IPTV, VoD and Catch-Up-TV.
Peter Johnson, Chief Executive Officer, ATVOD
Questions and comments from the floor
- 11.20 - 12.00 **The economics of VoD**
Are the iPlayer, ITVPlayer and 4oD free models sustainable in the long term? Would UK consumers be willing to pay for video content from the traditional broadcasters? What will be the effect on advertising of VoD and catch-up services? How can advertisers capitalise on VoD and on the ability of users to also access the web while viewing?
David Cockram, Senior Consultant, Oliver & Ohlbaum
Asanga Gunatillaka, Head of Commercial & Strategy, TV, Virgin Media
Michael Comish, Co-founder and Chief Executive Officer, blinkbox.com
Rhys McLachlan, Managing Partner - Implementation & Futures, MediaCom
Questions and comments from the floor
- 12.00 - 12.55 **Beyond the next steps - industry structures and business models**
How does the online platform change the relationship between content makers, broadcasters and consumers? What is the future of broadcasters as intermediaries between online content and consumers? Could content makers bypass broadcasters and sell content directly to on-demand services?
Jonathan Milne, Senior Director Sales & Operations, EMEA, Ooyala
Vivienne Pattison, Director, Mediawatch-UK
Sharon Wheeler, Chief Executive Officer, Turquoise Brand Consultants
Philip O'Ferrall, Senior Vice President, Digital Media, MTV Networks UK & Ireland
Antony Walker, Chief Executive, Broadband Stakeholder Group (BSG)
Questions and comments from the floor
- 12.55 - 13.00 **Chairman and Westminster Media Forum closing remarks**
Mark Menzies MP, Vice-Chair, All-Party Parliamentary BBC Group
Thomas Raynsford, Senior Producer, Westminster Media Forum

Seminar supported by

