

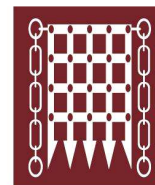
## Westminster Media Forum Keynote Seminar:

### TV convergence: market competition, advertising revenue and priorities for regulation

Timing: Morning, Thursday, 4<sup>th</sup> February 2016

Venue: Royal Aeronautical Society, No.4 Hamilton Place, London W1J 7BQ

Agenda subject to change



**WESTMINSTER  
MEDIA FORUM**

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Lord Best**, Chair, House of Lords Communications Committee
- 9.05 - 9.15 **What does 'TV' mean today?**  
**Richard Lindsay-Davies**, Chief Executive, DTG
- 9.15 - 9.35 **Competing for audiences in the connected TV market**  
**Guy North**, Managing Director, Freeview  
Questions and comments from the floor with **Richard Lindsay-Davies**, Chief Executive, DTG
- 9.35 - 10.10 **Audio-visual market changes and the future of regulation**  
**Lluís Borrell**, Partner and Global Head of Media, Analysys Mason  
**Peter Davies**, Director of Content Policy, Ofcom  
Questions and comments from the floor
- 10.10 - 11.00 **What the developing shape of the converged TV market means for competition and regulation**  
*With Hybrid TV bringing together broadcast and broadband into a new TV default, what do traditional TV operators and online services need to do to defend and grow their reach and consumer offering? How is IP-based TV set to develop, and what will be its impact on the rest of the market? With TV emerging as a key strategic platform for telecoms and video-sharing operators - backed by significant content spend - how are these new entrants affecting the free-to-air and pay TV markets? What will developments in 5G mean for mobile TV distribution and how will this impact traditional TV viewing? How is the rise in second screen use changing the landscape - particularly in terms of business models, competition and content discovery - and how is this likely to develop going forward? What do these developments, and the growing international nature of the market, mean for the UK regulatory regime, and how should audiences and activity be monitored and assessed for regulatory purposes?*  
**Paul Herbert**, Partner, Media, Technology and Communications, Goodman Derrick  
**Steve Plunkett**, Chief Technology Officer, Broadcast and Media Services, Ericsson  
**Anirban Roy**, Director of Public Policy, Arqiva  
**Julian Ashworth**, Global Director of Group Industry Policy, BT Group  
Questions and comments from the floor
- 11.00 - 11.05 **Chair's closing remarks**  
**Lord Best**, Chair, House of Lords Communications Committee
- 11.05 - 11.30 Coffee
- 11.30 - 11.35 **Chair's opening remarks**  
**Lord Razzall**, former Member, House of Lords Communications Committee
- 11.35 - 11.45 **The future of TV advertising**  
**Lindsey Clay**, Chief Executive, Thinkbox
- 11.45 - 12.05 **Priorities for TV advertising regulation**  
**Guy Parker**, Chief Executive Officer, Advertising Standards Authority  
Questions and comments from the floor with **Lindsey Clay**, Chief Executive, Thinkbox
- 12.05 - 12.55 **Advances in advertising - technology, the second screen and the audience data market**  
*With the US and Australia leading the way in ad-tech innovation, what advancements in TV advertising technology can the UK market expect? What key benefits can programmatic TV advertising - real-time software-enabled ad buying - offer broadcasters, advertisers and brands in targeting audiences alongside traditional models, and what disruption might it cause; what do technological and back office challenges mean for its roll out across providers? What are the notable success stories in use of second screen in marketing, and how is it set to develop? What approaches to customer engagement on sharing their data with providers for mutual benefit seem to be working, and how is the 'deal' between consumers and data users developing? Where is data mining most paying dividends?*  
**Alex Dixie**, Associate, Olswang  
**Emma Cooper**, Creative Director, Non-Scripted TV, Pulse Films  
**Paul Kanareck**, Director of Online and Brands, ITV  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
**Lord Razzall**, former Member, House of Lords Communications Committee  
**Amy Cutter**, Producer, Westminster Media Forum