

Westminster Media Forum Keynote Seminar: Payment for content 2011 - paywalls and new structures for digital business

Date: Morning, 2nd December 2010

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

Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Eric Joyce MP, Chair, All-Party Parliamentary Group on the Digital Economy
- 9.05 - 10.00 **The story so far... - the building of paywalls for online news**
How successful have paywalls been so far in the UK and internationally? What content are people paying for? What is the profile of those paying, and why are they opting to do so? What effect is the BBC news website having on the creation of wider sustainable paywalls? What are the prospects for other sorts of online payment models, such as freemium and collective licensing? How does ad-supported fit into the mix going forward?
Mark Oliver, Chief Executive, Oliver & Ohlbaum Associates
Matthew Karas, Technology Advisor, Collier Capital
Andrew Hughes, Commercial Director, Newspaper Licensing Agency
Miles Galliford, Co-founder and Joint Chief Executive Officer, SubHub.com
Jorn Lyseggen, Chief Executive Officer, Meltwater Group
MB Christie, Head of Product Management, FT
Questions and comments from the floor
- 10.00 - 10.35 **Building a sustainable online news business model**
Dominic Young, Director of Strategy and Product Development, News International
Questions and comments from the floor
- 10.35 - 10.40 **Chairman's closing remarks**
Eric Joyce MP, Chair, All-Party Parliamentary Group on the Digital Economy
- 10.40 - 11.10 Coffee
- 11.10 - 11.15 **Chairman's opening remarks**
Damian Collins MP, Member, Culture, Media and Sport Select Committee
- 11.15 - 12.00 **The effects of news paywalls and lessons for other content makers**
What effect is the Times paywall having on the online news industry? Is content likely to change as paywalls become more common - will stories be sensationalised to attract viewers and advertisers? What lessons can be shared between the new industry and other content providers such as video and online music services about how to monetise content?
Luca Mastrodonato, Associate Director, Media & Entertainment, Ernst & Young
Henry Faure Walker, Digital and Business Development Director, Johnston Press
Jonathan Milne, Senior Director Sales & Operations, EMEA, Ooyala
Bryan Glick, Editor in chief, Computer Weekly
Clive Gardiner, Senior Vice-President Digital Content, we7
Questions and comments from the floor
- 12.00 - 12.10 **The challenges truly digital delivery sets for the media industry**
What opportunities do paywalls present to the media industry?
Guy Di Piazza, Media Analyst, Transaction Services, KPMG
- 12.10 - 12.55 **Digital delivery, business models, the cost-base and further considerations**
What approaches are being used by successful media operators to utilise digital structures to save capital and other costs? How far have media organisations been able to fully realise the potential cost savings created by the digital era? How have digital delivery, micropayments and new paths to market affected the efficiency of media industry operations? Will multi-platform operators be able to fully reorganise their structures for digital working while producing physical and digital products?
Lynette Kerry, Territory Account Executive for Northern Europe, Akamai Technologies
Stephen Taylor, Director, Redshift Strategy
Jorg Nonnenmacher, Vice President Multi-Screen, Multimedia Solutions, Alcatel-Lucent
Roger Parry, Chairman, Media Square
Questions and comments from the floor with **Guy Di Piazza**, Media Analyst, Transaction Services, KPMG
- 12.55 - 13.00 **Chairman and Westminster Media Forum's closing remarks**
Damian Collins MP, Member, Culture, Media and Sport Select Committee
Thomas Raynsford, Senior Producer, Westminster Media Forum