

## Westminster eForum Keynote Seminar:

### The future for monetising digital content: trends, payment models and new avenues for growth

Timing: Morning, Tuesday, 28<sup>th</sup> June 2016

Venue: Royal Over-Seas League, Over-Seas House, Park Place, St James's Street, London SW1A 1LR



WESTMINSTER  
eFORUM

Agenda subject to change

8.30 - 9.00 Registration and coffee

9.00 - 9.05 **Chair's opening remarks**

**Gregor Pryor**, Partner and Co-Chair, Entertainment and Media Industry Group, Reed Smith

9.05 - 9.20 **Trends in content consumption and delivery**

**Matthew Guest**, Head of Digital Strategy, EMEA, Deloitte

9.20 - 9.50 **Online content and challenging existing mediums**

**Mimi Turner**, Marketing Director, TheLADbible Group

Questions and comments from the floor

9.50 - 10.45 **Industry insights: competing for audiences in the digital media market**

**Chris Duncan**, Chief Customer Officer, News UK

**Greg Beitchman**, Vice President of Content Sales and Partnerships, CNN International

**Paul Pacifico**, Chief Executive Officer, Featured Artists Coalition

Questions and comments from the floor with **Matthew Guest**, Head of Digital Strategy Consulting, EMEA, Deloitte

10.45 - 10.50 **Chair's closing remarks**

**Gregor Pryor**, Partner and Co-Chair, Entertainment and Media Industry Group, Reed Smith

10.50 - 11.20 Coffee

11.20 - 11.25 **Chair's opening remarks**

**Lord Razzall**

11.25 - 11.50 **The evolution of the paywall: developing tailored content delivery strategies**

**Trevor Kaufman**, Chief Executive Officer, Piano Media

Questions and comments from the floor

11.50 - 12.55 **The future for content delivery: platform development, exclusivity and payment options**

**Lindsey Mooney**, Content Lead UK, Rakuten Kobo

**Gregor Pryor**, Partner and Co-Chair, Entertainment and Media Industry Group, Reed Smith

**Gerrit Sindermann**, Chief Executive Officer, milliPay Systems

**David Gilbey**, Board Adviser, Bauer Media and Investor, Non-Executive Director and Advisor

Questions and comments from the floor

12.55 - 13.00 **Chair's and Westminster eForum closing remarks**

**Lord Razzall**

**Daniel Patefield**, Forum Lead, Westminster eForum