

Westminster eForum Keynote Seminar:

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

Timing: Morning, Tuesday, 28th June 2016

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

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

