



Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Lord Razzall, Member, Lords Communications Committee
- 9.05 - 9.15 **The upsides for linear television**
With the rise of IPTV and catch-up television, what are the prospects for linear broadcast television? Does catch-up TV affect types of content differently - e.g. does the 7.30 viewing slot for soaps create a tradition of linear viewing; do live television broadcasts encourage audiences to watch live? What proportion of the television schedule is live? How have the social media and interactivity opportunities of live television, scheduled linear television and the major annual television event - e.g. first and last episodes of the X Factor and New Year's Eve coverage, been exploited by broadcasters and what are the emerging ways to extract value?
Simon Terrington, Chairman, Terrington and Company
- 9.15 - 9.35 **The power of the television event - for producers and audiences**
How are broadcasters, content-makers and news organisations and others using live television events to offer viewers a more fully immersive experience? How will the position of live television change in the future?
Sir Peter Bazalgette, Chairman, MirriAd, and non-Executive Director, Nutopia
- 9.35 - 10.20 **The power of 'now' - utilising live broadcasts and the TV schedule to add value**
Are the social media opportunities afforded by live television event being fully exploited by networks? How does the interactive value of live TV to broadcasters change based on content - e.g. primetime shows, sporting coverage and daytime magazine shows? What is live television's appeal and how successful have producers, broadcasters and others been at both adding value to the home viewers, advertisers and harnessing the opportunities for interactivity? What opportunities does the linear television schedule, such as nightly soap operas, offer broadcasters to engage with audiences? What more can be done to fully exploit the potential of the large audiences for linear television events - e.g. The Apprentice final?
John Tate, Director of Policy and Strategy, BBC
Tom McDonnell, Commercial Director, Monterosa
Steve Bignell, Chief Operating Officer, MediaCom
Ilse Howling, Managing Director, Freeview
Tony Broderick, Development Executive, FremantleMedia UK Interactive
Questions and comments from the floor with **Simon Terrington**, Chairman, Terrington and Company and **Sir Peter Bazalgette**, Chairman, MirriAd, and non-Executive Director, Nutopia
- 10.20 - 11.10 **Social TV - harnessing the dual screen viewer and adding value for audiences, advertisers and broadcasters**
How will the development of social TV and the ability of viewers to share, rate and recommend shows to friends alter broadcasting for producers, viewers and others? How can the value of the multi-tasking, dual-screen viewer be better harnessed and what are the options for actively factoring in this new interactivity from concept? What lessons can be taken from Million Pound Drop and Seven Days on audience interactivity? Will users fully engage with social media facilitated by programme-makers? How far are broadcasters legally responsible for the user-generated content on their facilitated social sites? How can data garnered from these online social interactions, such as tweets, 'likes', and trends, be used by broadcasters to measure success? How can social media enable broadcasters to offer an improved proposition to advertisers? Who looks set to lead the social TV charge - broadcasters and content-makers or others - e.g. social media players and technology companies?
Dan Brooke, Director of Marketing and Communications, Channel 4
David Flynn, Joint Managing Director, Remarkable Television
Tess Alps, Chief Executive, Thinkbox
Tom Chapman, Head of Social, Five by Five
Matt Millar, Chief Executive Officer, Tellybug
Mark Cullen, Chief Executive, ETV Media Group
Questions and comments from the floor
- 11.10 - 11.15 **Chairman's closing remarks**
Lord Razzall, Member, Lords Communications Committee
- 11.15 - 11.40 Coffee
- 11.40 - 11.45 **Chairman's opening remarks**
Baroness Scott of Needham Market, Member, Lords Communications Committee
- 11.45 - 12.00 **New interactive viewing**
What can broadcasters and content owners do with the new capabilities offered by web-enabled set top boxes, smart TVs and smartphone and tablet companion viewing applications? How will these new means of programme selection and interaction change viewer experience and the broadcaster and programme-maker's roles?
Anthony Rose, Co-founder and Chief Technology Officer, zeebox
- 12.00 - 12.55 **The opportunities of the connected television for broadcasters**
What functions and capabilities will YouView, TiVo and other web-enabled television add for broadcasters, viewers and advertisers? Where are the opportunities to extract value from widgets and OTT (over-the-top) services for broadcasters, producers and advertisers? What services will consumers be willing to pay for? How can broadcasters and producers protect their branding and the value of their programming as third party developers run applications, such as advertising, concurrently during shows? Will content change to utilise the new technologies? What sorts of deals are on the horizon between producers, broadcasters and technology providers and other 3rd parties - e.g. exclusive rights to gambling during live football?
Robin Pembroke, Managing Director of Online & On Demand, ITV
Charles Constable, Managing Director, Digital Platforms, Arqiva
Mohammed Hamza, Media and Communications Analyst, SNL Kagan
Steve Plunkett, Director, Technology & Innovation, Red Bee Media
David Loveday, Chief Executive Officer, OpenBet
Questions and comments from the floor with **Anthony Rose**, Co-founder and Chief Technology Officer, zeebox
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Baroness Scott of Needham Market, Member, Lords Communications Committee
Thomas Raynsford, Senior Producer, Westminster Media Forum