

Westminster eForum Keynote Seminar
Monetising digital content: growth, trust and regulation

Timing: Morning, Thursday, 30th November 2017

Venue: Sixty One Whitehall, London SW1A 2ET

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Inglewood
- 9.05 - 9.15 **Analysing the current digital content market**
Douglas McCabe, Chief Executive Officer and Director of Publishing and Tech, Enders Analysis
- 9.15 - 9.45 **Latest thinking on commercial models: payment strategies, walled content and subscriptions**
Tim Rowell, Head of Strategy - Europe, Piano Media
 Questions and comments from the floor with **Douglas McCabe**, Chief Executive Officer and Director of Publishing and Tech, Enders Analysis
- 9.45 - 11.00 **Opportunities for revenue growth**
Paul Langworthy, Chief Operating Officer, 7 Digital
- Ian Penman**, Partner, New Media Law
- John-Paul Burke**, Country Manager, UK and Ireland, Gameloft
- Alexandra Adey**, UK Digital Content Manager, audioBoom
- Mimi Turner**, Founder, Mimi Turner Associates
- Questions and comments from the floor
- 11.00 - 11.05 **Chair's closing remarks**
Lord Inglewood
- 11.05 - 11.35 Coffee
- 11.35 - 11.40 **Chair's opening remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
- 11.40 - 12.05 **Case study: online strategies, audience building and revenue generation**
Michael Tamblyn, President and Chief Executive Officer, Rakuten Kobo
 Questions and comments from the floor
- 12.05 - 12.55 **Safeguarding the value of content: trust, revenue distribution and regulation**
- Copyright and piracy - the developing regulatory framework*
Matthew Cope, Deputy Director, IP Enforcement, Intellectual Property Office
- Advertising: spending, engagement and ad placement*
James Collier, Co-Founder, Prism
- Rights and royalties: technology, distribution and revenue relationships*
Graham Davies, Director of Corporate Strategy, PRS for Music
- Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster eForum closing remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
Peter van Gelder, Director, Westminster eForum