

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

Timing: Morning, Thursday, 30<sup>th</sup> November 2017

Venue: Sixty One Whitehall, London SW1A 2ET



Draft 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, Director of Publishing and Tech, Enders Analysis
- 9.15 - 9.45 **Latest thinking on commercial models: payment strategies, walled content and subscriptions**  
**Trevor Kaufman**, Chief Executive Officer, Piano Media  
Questions and comments from the floor with **Douglas McCabe**, Chief Executive Officer, Director of Publishing and Tech, Enders Analysis
- 9.45 - 10.55 **Opportunities for revenue growth**  
**Simon Cole**, Chief Executive Officer, 7 Digital
- Ian Penman**, Partner, New Media Law
- John-Paul Burke**, Country Manager, UK and Ireland, Gameloft
- Speaker confirmed from **audioBoom**
- Senior representative, TV/radio
- Questions and comments from the floor
- 10.55 - 11.00 **Chair's closing remarks**  
**Lord Inglewood**
- 11.00 - 11.25 Coffee
- 11.25 - 11.30 **Chair's opening remarks**  
**Lord Black of Brentwood**, Executive Director, Telegraph Media Group
- 11.30 - 11.55 **Case study: online strategies, audience building and revenue generation**  
Senior representative, publisher  
Questions and comments from the floor
- 11.55 - 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**, Chief Revenue Officer, Rainbow
- Rights and royalties: technology, distribution and revenue relationships*  
**Graham Davies**, Director of Corporate Strategy, PRS for Music
- Policy and regulatory priorities for the UK post-Brexit*  
**Chris Heaton**, Senior Policy Advisor, DCMS
- 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