

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

Timing: Morning, Thursday, 30th November 2017

Venue: Central London



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**
Claire Enders, Chief Executive Officer, Enders Analysis
- 9.15 - 9.25 **Latest thinking on commercial models: payment strategies, walled content and subscriptions**
Trevor Kaufman, Chief Executive Officer, Piano Media
- 9.25 - 9.45 Questions and comments from the floor with **Claire Enders**, Chief Executive Officer, Enders Analysis
- 9.45 - 10.55 **Opportunities for revenue growth**
Simon Cole, Chief Executive Officer, 7 Digital
- Richard Spilsbury**, Corporate Development Director, Play Sports Network
- Ian Penman**, Partner, New Media Law
- Senior representative, TV/radio
- Senior representative, publishing
- Senior representative, international trade
- 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**
Jean-Claude Mighty, Head of Audience Development, MailOnline, DMG
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*
Senior representative, copyrights
- Advertising: spending, engagement and blocking*
James Collier, Chief Revenue Officer, Rainbow
- Rights and royalties: technology, distribution and revenue relationships*
Senior representative, content creator
- Utilising data: targeting, consumer trust and EU GDPR*
Senior representative, data
- Policy and regulatory priorities for the UK post-Brexit*
Senior representative, policy
- 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