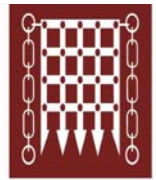


Westminster Media Forum Keynote Seminar:

Latest trends in monetising online content: business models, payment strategies and digital distribution

Timing: Morning, Tuesday, 12th March 2013

Venue: Banqueting Hall, Glaziers Hall, 9 Montague Close, London SE1 9DD



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Lord Razzall, Member, House of Lords Communications Committee
- 9.05 - 9.15 **The emerging opportunities of online content**
An analysis of current and emerging online payment strategies, their record so far and prospects for success, and the challenges facing content producers in developing profitable online revenue streams.
Theresa Vimmerslev, Senior Consultant, Oliver & Ohlbaum Associates
- 9.15 - 9.40 **Case study - developing an online strategy**
An example from a media organisation of the challenges faced in building an online payment strategy and the process of the transition from free to pay.
Tomáš Bella, Co-founder and Chief Executive Officer, Piano Media
Questions and comments from the floor
- 9.40 - 10.30 **Monetising online content - business models and payment strategies**
What are the most attractive and suitable emerging business models and payment strategies for content providers seeking to monetise their products online? What are the main factors that media organisations take into account when deciding between the array of different variations of ad-funded and pay strategies available? What impact does the type of content - e.g. video, audio, print etc. - have on the payment strategy that can be utilised? What are the next steps for media organisations to create mobile specific content elements to their online business strategies - in particular for video producers to take advantage of the increased speeds offered by 4G networks? To what extent are the next capabilities of mobile networks likely to translate into increased returns for content providers and their partners?
MB Christie, Director, Online Product Management, FT.com
Doug Imrie, Chief Operating Officer, Omnifone
Paul Bennun, Chief Creative Officer, Somethin' Else
Questions and comments from the floor with Theresa Vimmerslev, Senior Consultant, Oliver & Ohlbaum Associates
- 10.30 - 10.35 **Chairman's closing remarks**
Lord Razzall, Member, House of Lords Communications Committee
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chairman's opening remarks**
Gregor Pryor, Partner, Global Technology and Media, Reed Smith
- 11.05 - 11.25 **Is content still king in a converged world?**
How are successful content-makers and aggregators capitalising on opportunities, and where do the future opportunities lie?
Andrew Miller, Chief Executive Officer, Guardian Media Group
Questions and comments from the floor
- 11.25 - 12.10 **The evolving market and consumer attitudes to online content**
What forms of online media are consumers willing and unwilling to pay for and what factors influence that decision? How is this likely to develop - particularly as more content becomes available? What forms of content are consumers willing to accept at premium, and what does this mean for content providers' online strategies? What are the key challenges facing free providers to successfully transition to pay models? What are the success factors for monetising content and what are the emerging strategies for traditional media companies to maintain their subscriber numbers and revenue on digital? What can be done to limit the negative impact of the registration process required by paid-for content and what are the emerging options to make purchasing easier and more convenient?
Adrian Drury, Practice Leader, Consumer Impact IT, Ovum
Stuart Ferreira-Cole, Director, Strategic Accounts, Ooyala
Nick Blunden, Global Digital Publisher, The Economist
Questions and comments from the floor
- 12.10 - 12.55 **Online retail of non-physical products - regulatory challenges and consumer rights**
What are the emerging regulatory challenges facing the sale of non-physical products online? What reforms might be needed to the rights that consumers have on downloaded purchases in the context of the European Court of Justice ruling, enabling the resale of software licenses? What would be the consequences to the content industry and their ability to retain control over their works? What impacts do the proprietary formats for eBooks, video and music, have on sales? Have consumers' concepts of ownership of content changed? How are 'walled-garden' download stores impacting consumer choice?
Lisa Byfield-Green, Senior Retail Analyst, Planet Retail
Matt Parsons, Chief Executive Officer and Co-founder, Ditto Music
Kim Bayley, Director General, Entertainment Retailers Association (ERA)
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Gregor Pryor, Partner, Global Technology and Media, Reed Smith
Thomas Raynsford, Senior Producer, Westminster Media Forum