

**Westminster Media Forum Keynote Seminar:
Competition in content - broadcast rights, convergence and extracting the value of premium media**

Timing: Morning, Thursday, 18th July 2013

Venue: Sixty One Whitehall, London, SW1A 2ET



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Senior Parliamentarian
- Competition in content**
Is the market for content in the UK sufficiently competitive? What impact do streaming services have on competition in the space? How will increasing convergence, and the placing of organisations from across telecoms, broadcast, and technology in direct competition with one another, affect the ecosystem and the need for regulatory intervention?
- 9.05 - 9.15 **Stephen Hornsby**, Partner, Competition & Sports Law, Goodman Derrick
- 9.15 - 9.30 **David Wheeldon**, Director of Policy and Public Affairs, BSkyB
- 9.30 - 9.45 **Julian Ashworth**, Director of Group Industry Policy, BT Group
- 9.45 - 10.00 **Dr Yih-Choung Teh**, Director of Competition Policy, Ofcom
- 10.00 - 10.30 Questions and comments from the floor
- 10.30 - 11.15 **Listed events, emerging platforms and the value of rights**
What are the emerging ways broadcasters and broadcast-like services are capitalising on their acquired rights and how far are rights being turned into competitive advantage? With BT releasing its sporting content online and via app, how is the value of delivering premium rights via the web changing? In the context of the possible review of 'listed sporting events' this year, and the significant increase in available platforms since the holding of events for free-to-air delivery was established in 1996, what are the implications for rights holders and sports of having their events on the 'crown jewel' list? What impact is the increased competition for broadcast rights having on stakeholders in the value chain - including grass root sport and television and film makers?
Mostyn Goodwin, Partner, OC&C Strategy Consultants
Charlie Muirhead, Founder and Chief Executive Officer, Rightster
Senior representative, broadcaster
Questions and comments from the floor
- 11.15 - 11.20 **Chairman's closing remarks**
Senior Parliamentarian
- 11.20 - 11.45 Coffee
- 11.45 - 11.50 **Chairman's opening remarks**
Senior Parliamentarian
- 11.50 - 12.05 **Rising above the crowd - creating a premium online brand**
In a competitive market, how is the value of professional and reputable online content changing? Are media brands effectively capitalising on the public's comparative trust of their content?
Nic Jones, Senior Vice President, International, VEVO
- 12.05 - 12.55 **This isn't just content, this is premium content...**
What content and brands are commanding a 'premium' online? With an ever-increasing amount of content online, and discoverability an emerging issue for the media industry, what steps can brands and content makers take to ensure their content rises above competitors in the minds of consumers? In the context of the Washington Post's development of an online pay-platform - how far are consumers willing to pay for quality content? What are the dangers of less reputable, lower quality sources filling the void? What are the emerging ways for content producers to package and sell their digital content so as to command a premium in the market and mitigate the impact of falling retail prices?
Paul Bennun, Chief Creative Officer, Somethin' Else
Richard Broughton, Director, Broadband, IHS Screen Digest
Duncan Hooper, Managing Editor, Sport and News, MSN UK
Questions and comments from the floor with **Nic Jones**, Senior Vice President, International, VEVO
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Raynsford, Senior Producer, Westminster Media Forum