

**Westminster Media Forum Keynote Seminar:
The future of television advertising - creative, tech and regulation**

Timing: Morning, Tuesday, 11th October 2016

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 Best, Chair, House of Lords Communications Committee
- 9.05 - 9.15 **'Changing TV viewing patterns and commercial opportunities'**
Dr Toby Syfret, Head of TV, Enders Analysis
- 9.15 - 9.40 **'Project Dovetail: People watching in the internet age'**
Justin Sampson, Chief Executive, Broadcasters' Audience Research Board (BARB)
Questions and comments from the floor with **Dr Toby Syfret**, Head of TV, Enders Analysis
- 9.40 - 10.40 **Innovative approaches to ad creative: content partnerships, interactivity and the rise of video**

Rachel Bristow, Director of Client Partnerships and Collaboration, Sky UK

Mark Lund, Chief Executive Officer, McCann Worldgroup UK

Richard Harless, Country Manager, Germany, Shazam Entertainment

Questions and comments from the floor
- 10.40 - 10.45 **Chair's closing remarks**
Lord Best, Chair, House of Lords Communications Committee
- 10.45 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**
Baroness Buscombe, former Chief Executive, Advertising Association
- 11.20 - 11.55 **Emerging trends in TV ad tech: big data, personalisation and the future of programmatic**

Graham Wylie, Senior Director, Market Development and Channels, AppNexus and Chairman, IAB Europe Programmatic Trading Committee

Catherine Becker, Chief Executive Officer, VCCP Media

Questions and comments from the floor
- 11.55 - 12.30 **The new regulatory landscape post-referendum: what this means for rules on commercial communications**

Emma Wright, Commercial Technology Partner, Kemp Little

Mark Finney, Director of Media and Advertising, ISBA

Questions and comments from the floor
- 12.30 - 12.55 **Looking ahead: the outlook for the UK television advertising sector**
Lindsey Clay, Chief Executive Officer, Thinkbox
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Baroness Buscombe, former Chief Executive, Advertising Association
Amy Cutter, Producer, Westminster Media Forum