

Westminster Media Forum Keynote Seminar

Television convergence: multi-screens, connected TVs and secondary rights

Timing: Morning, Thursday, 25th April 2013

Venue: Wellcome Trust Lecture Hall, Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Lord Inglewood, Chairman, House of Lords Select Committee on Communications
- 9.05 - 9.15 **Broadcasting - multi-platform, multi-channel and multi-screen**
In the context of the launch of Youview, increased ownership of web-connected televisions and movie and television streaming services, an analysis of the business impact of changing consumer behaviour on broadcasters, advertisers and programme-makers.
Trevor Vagg, Director, Kantar Media Custom
- 9.15 - 10.05 **Social TV - reaction, interaction and audience data**
What value does social TV and second-screen viewing deliver for broadcasters, programme makers and audiences? What opportunities is it providing for advertisers as well as broadcasters to engage with viewers? How is the relationship between the social networks offering the interactivity, broadcasters screening the content and the rights holders/programme makers set to develop? How has the significant levels of viewer interactivity seen during the Games and Diamond Jubilee effected broadcaster and programme makers approaches to social TV? What types of data can be extracted from Social TV and how successfully is it being exploited by all in the value chain? How far is the capacity to interact and engage on programming acting as a driver for linear television viewing, and what are the risks of alienating the non-engaged?
Nigel Walley, Managing Director, Decipher
Peter Cassidy, Head, FremantleMedia UK Interactive
Philip Bouchier O'Ferrall, Senior Vice President, Viacom International Media Networks
Anthony Rose, Co-founder and Chief Technology Officer, Zeebox
Questions and comments from the floor with **Trevor Vagg**, Director, Kantar Media Custom
- 10.05 - 10.20 **Converged broadcasting - challenges and opportunities**
How will IPTV change the broadcast television landscape? What will be the impact of television consumption and how will it add to the viewer experience? What will be the effect of YouView on competition?
Richard Halton, Chief Executive Officer, YouView
- 10.20 - 11.10 **Web-enabled TV - broadcast and IPTV convergence**
As Netflix and YouTube invest in original content - and the number of smart TVs in homes increase - how far is online content now a competitor rather than complementary service to traditional broadcast television? What is the cost to broadcasters of online distribution in terms of service running costs and cost per-view - and what impact is this having on traditional business models? What are the challenges facing smart EPGs to enable consumer navigation across different platforms and services? How should smart EPGs be administered to prevent platform or service bias? With the digital television switchover complete, and a target for the 'best superfast broadband network in Europe' by 2013, what are the prospects for an IPTV switchover?
Dan Ison, Partner and Head of Media and Entertainment, Deloitte
Alex Green, Director, TV, BT Retail
Richard Lindsay-Davies, Director-General, Digital Television Group (DTG)
Ian Mecklenburgh, Director of Consumer Platforms and Devices, Virgin Media
Questions and comments from the floor with **Richard Halton**, Chief Executive Officer, YouView
- 11.10 - 11.15 **Chairman's closing remarks**
Lord Inglewood, Chairman, House of Lords Select Committee on Communications
- 11.15 - 11.40 Coffee
- 11.40 - 11.45 **Chairman's opening remarks**
Lord Clement-Jones, Member, House of Lords Select Committee on Communications
- 11.45 - 12.00 **A seller's market? - the impact of streaming services on content makers**
What are the financial and creative implications for content makers from the growth of content being viewed via IP and the increasing number of providers of online video services but a decline in the sales of the boxed retail products?
Gary Woolf, Senior Vice President, Digital and Business Development, ALL3MEDIA
- 12.00 - 12.55 **Television content-on-demand - the market**
What impact is the mass-availability of programming via multiple providers and on multiple platforms e.g. Netflix, YouTube, Lovefilm, BTVision, having on the value of content to broadcasters and content makers? How is the secondary TV rights market - particularly for exclusive syndication - likely to evolve as platforms begin to differentiate their products? How else are broadcasters and services likely to develop their online business models - e.g. pre-broadcast access? In the context of Youtube and Netflix's investments in content can TVoD operators act as an effective route to market for smaller independent production companies and public service content? What are the prospects for online exclusive series from broadcasters on 'catch-up' services?
Tabitha Elwes, Partner, Prospero Strategy
Peter Cowley, Founder and Chief Executive Officer, Spirit Digital Media
Keith Porritt, Executive Director of Commercial, UKTV
Steve Plunkett, Chief Technology Officer, Red Bee Media
Questions and comments from the floor with **Gary Woolf**, Senior Vice President, Digital and Business Development, ALL3MEDIA
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Lord Clement-Jones, Member, House of Lords Select Committee on Communications
Thomas Raynsford, Senior Producer, Westminster Media Forum