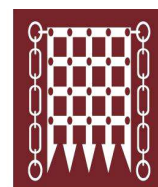


## Westminster eForum Keynote Seminar:

### Next steps for monetising digital content - revenue models, value exchange and options for intervention

Timing: Morning, Thursday, 13<sup>th</sup> December 2018

Venue: The Caledonian Club, 9 Halkin Street, London SW1X 7DR



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Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**John Enser**, Partner, CMS
- 9.05 - 9.30 **Inside a working monetisation model - what does it tell us?**  
**James Mann**, Global Sales Director, B2B Content, Financial Times  
Questions and comments from the floor
- 9.30 - 9.40 **Latest developments in content monetisation - strategies, tensions and key growth areas**  
**Matthew Sinclair**, Assistant Director, Economic Consulting, Deloitte
- 9.40 - 10.35 **Life on the front line - monetisation today and the outlook going forward**  
**Matt Rogerson**, Head of Public Policy, Guardian Media Group  
**Mimi Turner**, Mimi Turner Associates  
**Nick Coveney**, Content Lead, UK & ANZ, Rakuten Kobo  
**Dorthe Wohlk**, Director, Media Account Management, Brightcove  
Questions and comments from the floor with **Matthew Sinclair**, Assistant Director, Economic Consulting, Deloitte
- 10.35 - 10.40 **Chair's closing remarks**  
**John Enser**, Partner, CMS
- 10.40 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**  
**Matthew Sinclair**, Assistant Director, Economic Consulting, Deloitte
- 11.15 - 11.40 **Latest thinking on regulation**  
**Dr Damian Tambini**, Associate Professor, Department of Media and Communications,  
London School of Economics and Political Science  
Questions and comments from the floor
- 11.40 - 12.25 **What does a fair value chain look like and how do we get there - partnerships, competition and options for intervention**  
**John Mottram**, Head, Policy and Public Affairs, PRS for Music  
**John Enser**, Partner, CMS  
**Simon Halstead**, Head, Open Demand International, Oath  
Questions and comments from the floor
- 12.25 - 12.55 **Next steps for policy**  
**Ben Dean**, Deputy Director - Head of Media Policy, DCMS  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster eForum closing remarks**  
**Matthew Sinclair**, Assistant Director, Economic Consulting, Deloitte  
**Peter van Gelder**, Director, Westminster eForum