

## Westminster Media Forum Keynote Seminar:

### TV and the second screen: social media, innovation and regulation

Timing: Morning, Thursday, 27<sup>th</sup> November 2014

Venue: Royal Aeronautical Society, No.4 Hamilton Place, London W1J 7BQ

Draft agenda subject to change



WESTMINSTER  
MEDIA FORUM

- 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 **Television convergence - latest consumer and technology trends**  
Simon Terrington, Chairman, Terrington and Company
- 9.15 - 9.45 **The role of social media in the television market**  
Alister Morgan, Head of Social Media, BBC Television, BBC  
Dan Biddle, Head of Broadcast Partnerships, Twitter UK
- 9.45 - 10.15 **The second screen - new opportunities for marketing**  
Iain Dendle, Director, Business Development, Shazam  
Questions and comments from the floor with Simon Terrington, Chairman, Terrington and Company, Alister Morgan, Head of Social Media, BBC Television, BBC and Dan Biddle, Head of Broadcast Partnerships, Twitter UK
- 10.15 - 11.05 **The future of social television - commercial opportunities, audience engagement and live programming**  
*How is 'new convergence' - the meeting of consumer electronic products, big data and consumer demands - affecting business models in the market? What are the key opportunities for broadcasters, producers, advertisers and consumers? What are the next steps for efficiently harnessing social media to promote content and add value to live programming? What are the technological, organisational and legal challenges for further integrating connected television and social networks, and how can this be addressed going forward? How can the second-screen be better integrated into advertising campaigns in order to increase consumer interaction and revenues in the value chain?*  
John Davidson-Kelly, Partner, Osborne Clarke  
Claire McHugh, Co-Founder and Chief Executive Officer, Axonista  
Lindsey Clay, Chief Executive Officer, Thinkbox  
Moe Hamdhaidari, Online Operations Manager, Deltatre  
Jonathan Lewis, Head of Digital and Partnership Innovation, Channel 4  
Questions and comments from the floor
- 11.05 - 11.10 **Chairman's closing remarks**  
Lord Razzall, Member, House of Lords Communications Committee
- 11.10 - 11.35 Coffee
- 11.35 - 11.40 **Chairman's opening remarks**  
Sir Roger Gale MP, Vice-Chair, All-Party Parliamentary Media Group
- 11.40 - 12.00 **Regulatory priorities for the connected television market**  
David Mahoney, Director of Policy Development, Ofcom  
Questions and comments from the floor
- 12.00 - 12.55 **Challenges for UK and European markets - innovation, competition and regulation**  
*How are the commercial relationships between content producers, distributors and ISPs evolving with television convergence? What are the key regulatory issues linked to the development of connected television - particularly for consumer protection, interoperability, exclusivity and competition? How can the barriers to growth created by a lack of common standards and varying levels of infrastructural and technological developments across Europe be addressed going forward? What are the principal challenges for privacy and data management - particularly in relation to social television? How should industry structures and partnerships, privacy policies and the regulatory framework adapt in relation to the management of consumer data? What will be the market impact on the value chain of increased viewing of services not affiliated with broadcasters - particularly on their capacity to invest in content?*  
John Enser, Partner, Olswang  
George Robertson, Principal IP Engineer, Digital TV Group  
Alistair Law, Policy Manager, Sky  
Liz Coll, Policy Manager, Citizens Advice  
Julian Ashworth, Global Director of Industry Policy, BT Group  
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**  
Sir Roger Gale MP, Vice-Chair, All-Party Parliamentary Media Group  
Peter van Gelder, Director, Westminster Media Forum