

TV convergence: market competition, advertising revenue and priorities for regulation 4th February 2016

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

Contents

<u>About this Publication</u>	3
<u>Agenda</u>	4
<u>Session Chair's opening remarks</u>	
Lord Best, Chair, House of Lords Communications Committee (<i>transcript</i>)	6
<u>What does 'TV' mean today?</u>	
Richard Lindsay-Davies, Chief Executive, DTG (<i>transcript</i>)	7
<u>Competing for audiences in the connected TV market</u>	
Guy North, Managing Director, Freeview	10
Questions and comments from the floor with Richard Lindsay-Davies, Chief Executive, DTG (<i>transcript</i>)	13
<u>Audio-visual market changes and the future of regulation</u>	
Lluís Borrell, Partner and Global Head of Media, Analysys Mason (<i>transcript</i>)	16
Peter Davies, Director of Content Policy, Ofcom (<i>transcript</i>)	19
Questions and comments from the floor (<i>transcript</i>)	22
<u>What the developing shape of the converged TV market means for competition and regulation</u>	
Paul Herbert, Partner, Media, Technology and Communications, Goodman Derrick (<i>transcript</i>)	23
Steve Plunkett, Chief Technology Officer, Broadcast and Media Services, Ericsson (<i>transcript</i>)	25
Anirban Roy, Director of Public Policy, Arqiva (<i>transcript</i>)	27
Julian Ashworth, Global Director of Group Industry Policy, BT Group (<i>transcript</i>)	29
Questions and comments from the floor (<i>transcript</i>)	31
<u>Session Chair's closing remarks</u>	
Lord Best, Chair, House of Lords Communications Committee (<i>transcript</i>)	33
<u>Session Chair's opening remarks</u>	
Lord Razzall, former Member, House of Lords Communications Committee (<i>transcript</i>)	34
<u>The future of TV advertising</u>	
Lindsey Clay, Chief Executive, Thinkbox (<i>transcript</i>)	35
<u>Priorities for TV advertising regulation</u>	
Guy Parker, Chief Executive Officer, Advertising Standards Authority (<i>transcript</i>)	38
Questions and comments from the floor with Lindsey Clay, Chief Executive, Thinkbox (<i>transcript</i>)	41
<u>Advances in advertising - technology, the second screen and the audience data market</u>	
Alex Dixie, Associate, Olswang (<i>transcript</i>)	45
Paul Kanareck, Director of Online and Brands, ITV (<i>text submitted by speaker</i>)	48
Emma Cooper, Creative Director, Non-Scripted TV, Pulse Films (<i>transcript</i>)	52
Questions and comments from the floor (<i>transcript</i>)	54
<u>Session Chair's and Westminster Media Forum closing remarks</u>	
Lord Razzall, former Member, House of Lords Communications Committee (<i>transcript</i>)	57
Amy Cutter, Producer, Westminster Media Forum (<i>transcript</i>)	58
<u>Comments</u>	59
Steve Carle, Investment Director, Edge Creative Enterprise Fund	
<u>List of Delegates Registered for Seminar</u>	60
<u>Contributor Biographies</u>	66
<u>About the Core Sponsors of the Westminster Media Forum</u>	70

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

About this Publication

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: TV convergence: market competition, advertising revenue and priorities for regulation held on 4th February 2016. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Media Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Media Forum are acknowledged. We would also appreciate being informed.

Westminster Media Forum

UK Headquarters
4 Bracknell Beeches
Old Bracknell Lane West
Bracknell
Berkshire RG12 7BW

T: 01344 864796

F: 01344 420121

publications@westminsterforumprojects.co.uk

Directors

Peter van Gelder
Chris Whitehouse