



**WIGGIN**

 ENTERTAINMENT MEDIA RESEARCH

# DIGITAL ENTERTAINMENT SUMMIT 2011

Wiggin LLP invites you to the fourth annual Digital Entertainment Summit on future trends in digital entertainment. A panel of experts will analyse data collected from a detailed survey of 1,750 digitally active consumers commissioned by Wiggin and carried out in April by Entertainment Media Research.

This survey is a comprehensive audit of consumer attitudes and preferences to content (including TV, film, music, online video, games, apps, social media and print) and to platforms and devices. The guest list comprises senior executives from across the entertainment and media industries.

- What do digital consumers really want? The very latest trends in consumer behaviour.
- How is YouView likely to impact on consumer viewing habits?
- Tablets - a platform for the future, or a passing craze?
- The potential for geo-targeted mobile services.
- How relevant is the group buying phenomenon to entertainment brands?
- How to squeeze maximum value from social networks.

#### KEYNOTE SPEAKER:

**Gerd Leonhard** - Media Futurist, Author and CEO, *The Futures Agency*

#### WITH PANEL SPEAKERS:

**Patrick Bradley** - Head of the Ventures Division, *Ingenious Media*

**Richard Mollet** - Chief Executive, *The Publishers Association*

**Ralph Simon** - Chairman Emeritus & Founder, *Mobile Entertainment Forum - Americas*

**Tom Thirlwall** - CEO, *Bigballs Films*

**Stuart Williams** - Managing Director, Live Events & Strategic Partnerships, *Bauer Media*

You are invited to attend this preview event and to join us for a buffet lunch afterwards

**Tuesday 17 May 2011**

0830 arrival for 0900 start followed by lunch at 1215

**BP Lecture Theatre**

**British Museum, Great Russell Street, London, WC1B 3DG**

**RSVP by 6 May 2011**

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