

mediaguardian

CHANGING MEDIA SUMMIT 2010

THURSDAY 18 MARCH 2010
KINGS PLACE, YORK WAY, LONDON N1

A BLUEPRINT FOR CREATIVE AND COMMERCIAL
SUCCESS IN THE DIGITAL WORLD

SPEAKERS INCLUDE

Jimmy Wales, Wikipedia

Erik Huggers, BBC FM and T

Peter Molyneux, Lionshead Studios

Gerd Leonhard, media futurist and author

Steve Morrison, ALL3Media

Fraser Nelson, The Spectator

Lee Rolston, Cadbury

Genevieve Shore, Pearson

Cenk Uygur, The Young Turks

venturethree

Technology Strategy Board
Driving Innovation

guardian.co.uk/changingmediasummit

PROGRAMME

08.30 REGISTRATION AND COFFEE

09.00 WELCOME FROM THE SUMMIT CHAIR

Rory Cellan-Jones, technology correspondent, BBC News

09.05 INTRODUCTION

Emily Bell, director of digital content, Guardian News and Media

09.10 THE CHANGING MEDIA SUMMIT OPENING KEYNOTE ADDRESS AND INTERVIEW

**From passive to active media:
Finding relevance and creating value
in a world of mutualised media**

Clay Shirky, author, Here Comes Everybody (invited)

09.50 TECHNOLOGY KEYNOTE Disruptive or collaborative? As technologies define the evolution of media, how are consumers driving the evolution of technology?

Erik Huggers, director, BBC Future Media and Technology

10.10 DIGITAL BRITAIN PRESENTATION How to create a sustainable digital ecosystem for the media industries

- » How to benefit from the Digital Britain value chain
- » The need for collaboration and the

opportunity for British media

- » Test bed UK – a platform for experimentation and innovation
- » The £18m opportunity to explore high growth areas within the media industries

Nick Appleyard, Digital Britain programme lead, Technology Strategy Board
Jeremy Silver, lead technologist, creative Industries, Technology Strategy Board

10.30 COFFEE AND NETWORKING

11.00 KEYNOTE PANEL SESSION The new economics of content: Creating, combining and exploiting analogue and digital business models

- » How can you recalibrate your creative and commercial strategies in order to tap new revenue streams?
- » What kind of content, if any, will consumers pay for if they can get it for free elsewhere? And what mechanisms can you use to charge?
- » How do you balance investment and value in both analogue and digital strategies and how do you get them to work together?
- » What are the most successful and innovative business models, how do they work and are they sustainable, transferable and scalable?

Moderator: Emily Bell, director of digital content, Guardian News and Media
James Bilefield, president, digital, Condé Nast International
Nancy Cruickshank, executive director, digital development, Telegraph Media Group
Genevieve Shore, digital strategy director, Pearson
Jonathan Forster, global sales director, Spotify

Mick Buckley, president and CEO, EMEA, CNBC
John Ridding, CEO, FT

12.10 STREAMED SESSIONS

Delegates should choose to attend either breakout session 1, 2 or 3

STREAM 1: What does the future sound like? Understanding and reacting to the creative and commercial transformation of the music industry

- » As revenues generated by direct distribution of music content continue to freefall, which strategies and models are emerging that can effectively take up the shortfall?
- » How are technological developments continuing to shape the creation, distribution, consumption and monetisation of broader audio content?

Moderator: Robert Andrews, editor, PaidContent UK
Jeremy Silver, lead technologist, creative industries, Technology Strategy Board
Gerd Leonhard, media futurist and author
Nikhil Shah, co-founder, Mixcloud
Steve Purdham, CEO, We7
Fred McIntyre, vice president, product, CBS Interactive Music Group

STREAM 2: The growth of gaming: Convergence, creativity and commerciality in the gaming sector

- » How will technology continue to drive creative innovation and revenue growth in the sector?

» How can brands and content owners make the most of commercial opportunities across the gaming spectrum?

Justin Keeling, European general manager, IGN Entertainment
Kristian Segerstråle, chief executive, Playfish
Peter Edward, director of home platform, Sony Computer Entertainment Europe
Peter Molyneux, founder, Lionshead Studios

STREAM 3: **Quality creative control: Making a creative mark in a world of unlimited volume**

» How has the advent of the digital age transformed what it means to be creative?

Anna Richell, head of new business development and convergence, Nokia Design
Nicola Yershon, director, Ogilvy Labs
Andreas Dahlqvist, creative director, DDB Stockholm
James Hilton, chief creative officer, AKQA
Matt Jones, director, design, British Experimental Rocket Group

13.00
LUNCH

14.00 **THE CHANGING MEDIA KEYNOTE PRESENTATION AND INTERVIEW**

» "Imagine a world in which every single person on the planet is given free access

to the sum of all human knowledge ... To create and distribute a free encyclopaedia of the highest possible quality to every single person on the planet in their own language." Jimmy Wales, the founder of Wikipedia and a leading technology futurist, delivers his perspective on the changing face of content creation, information distribution and what it means to be human in the digital age.

Jimmy Wales, founder, Wikipedia

14.40 **STREAMED SESSIONS**

Delegates should choose to attend either breakout session 4, 5 or 6

STREAM 4: **Rethinking brand building in the digital age: Can brands survive and thrive in an online world?**

- » How robust is a brand-led, ad-funded future in a world of dwindling spend and ad-shy audiences?
- » Is the concept of branding as we understand it defunct in a world of endless information and interaction? What's the alternative?
- » How do you go from being a brand manager to a brand guardian and a brand influencer?
- » Are there particular methods for building a brand of substance in the digital space?

John V Willshire, head of innovation, PHD Media

Lee Rolston, global marketing director, Cadbury

Dan Cobley, head of marketing, Google

Nick Milligan, managing director, Sky Media
Stuart Watson, creative director, venturethree

STREAM 5: **Creating communities and cultivating value: The art of effective, connected social media**

- » How do you create, maintain, empower and grow an active online community?
- » How effectively can online social networks initiate offline community activity and to what purpose?
- » What effective alternatives can social networks offer to "traditional" forms of online advertising?
- » From public space to personal relationships: how can you realise value in network users' walled gardens?

Moderator: Meg Pickard, head of social media development, Guardian News and Media
Dan Gillmor, director, Knight Center for Digital Media Entrepreneurship
Digby Lewis, director, content and digital development, Shine Group
Rebecca Miskin, general manager, iVillage

STREAM 6: **Going global: Effective strategies for engaging with international territories**

- » How are emerging territories reshaping the global media status quo, and to what end?
- » How can you establish an effective presence in growth territories?
- » What balance needs to be struck between a global voice and a local tone?

» Beyond BRICA - where are the next developed regions going to emerge?

Mike Lee, CEO, Vero Communications (London and Rio Olympics)

Bhavneet Singh, managing director and EVP, emerging markets, MTV Networks International

Parminder Vir OBE, director, PVL Media Consultants

Annalies van den Belt, CEO, SUP

15.30

COFFEE BREAK

15.50

STREAMED SESSIONS

Delegates should choose to attend either breakout session 7, 8 or 9

STREAM 7:

The big brand adventure: A story of love, intrigue, colour and ambition

- » Feel the pace of change in new markets
- » Watch a famous brand relaunch itself
- » Hear what worked and what didn't
- » Meet the people making it all happen

Philip Orwell, partner, venturethree

STREAM 8:

Mobile ubiquity: Portability, convergence and the advent of a multimedia on-demand reality

- » What are the creative and commercial opportunities now open to content creators and owners in a world of ubiquitous mobile access?
- » Mobile apps - how can you make them work on a creative and commercial level?

Hugo Barra, global product lead, mobile, Google

Steve Pomeroy, systems programmer, MIT Mobile Experience Lab

Emma Lloyd, business development director, BSkyB

Fraser Nelson, editor, The Spectator

Mark Selby, vice president, Industry Collaborations, Nokia

STREAM 9:

The future of TV: Convergence, aggregation, interaction and monetisation of video content in the digital world

- » Is the death knell really ringing for traditional modes of TV consumption in a fully digital world?
- » Where are the key opportunities for revenue growth in the creation and distribution of televisual content? Is it still predominantly in advertising?
- » What opportunities are mobile devices offering to broadcasters and producers of TV content?
- » What's on - and what's in - the box: What will the technology and the content of television look like a decade from now?

Cecilia Parker, general manager, FX Channel

Richard Halton, programme director, IPTV, BBC

16.40

CLOSING KEYNOTE ROUNDTABLE

Changing media: What future faces media?

- » Is the era of mass media drawing to an end? And if so, what will take its place?

» What does a world of ubiquitous media and limitless information delivered in real time look like?

» Who is the audience of tomorrow, what do they want and how do you give it to them?

Moderator: Rory Cellan-Jones,

technology correspondent, BBC News

Gerd Leonhard, media futurist and author

Cenk Uygur, founder, The Young Turks

Steve Morrison, CEO, All3Media

Richard Titus, CEO, Associated Northcliffe Digital

17.55

CHAIR'S CLOSING REMARKS

Rory Cellan-Jones, technology correspondent, BBC News

WHO SHOULD ATTEND

TOPICS FOR DISCUSSION INCLUDE:

- » From passive to active media: how do you find and create value in a world of mutualised media?
- » The new economics of content: creating and exploiting direct and ancillary analogue and digital business models
- » Trendspotting v trendsetting: can you influence as well as second-guess changing consumer patterns and behaviours?
- » Disruption v collaboration: as technologies define the evolution of media, how are consumers driving the evolution of technology?
- » Blue sky media: what does a world of a ubiquitous media and limitless information delivered in real time look like?
- » Best of the rest: in-depth debates around mobile ubiquity, paid-for content (or not!), gaming, music, communities, creativity, portability, future technologies and how to engage with 'Generation i'.

WHO SHOULD ATTEND THE CHANGING MEDIA SUMMIT 2010?

The Changing Media Summit has established itself as *the* must-attend event for anyone concerned with creative and commercial success in the digital age. The last four summits have sold out with over 350 senior executives convening each year to discuss, debate and disseminate the latest media strategies.

CMS is aimed at senior executives responsible for strategies in digital, online, mobile, marketing, branding, finance, comms, content, audio and more.

Whether you are a brand owner, media owner, agency, content creator, tech company, manufacturer, solution provider, a start-up or an established player, the Changing Media Summit is an essential date in your media calendar.

STILL IN TWO MINDS...?

Don't just take our word for it. Past Changing Media Summit delegates told us they benefited from:

“ Insight into trends and growth areas in media ”

“ Great forum for thought and creative thinking ”

“ Excellent overview of developments in the digital space ”

“ New links, good networking ”

“ Fresh ideas about opportunities in new media ”

Save 25% before 31 January	Early-bird rate	Standard rate
Media and commercial companies	£446.50 +VAT (£524.64)	£595 +VAT (£699.13)
Government departments and agencies, local authorities	£296.25 +VAT (£348.10)	£395 +VAT (£464.13)
NGOs, charities, academic institutions and trade unions	£221.25 +VAT (£260)	£295 +VAT (£346.63)

To register visit guardian.co.uk/changingmediasummit

DEAR DELEGATE

THE CHANGING MEDIA SUMMIT IS BACK!

Now in its fifth year, the Changing Media Summit returns to London on 18 March 2010, bringing you another packed, one-day fix of all things digital media and providing you with access to content, speakers and networking you simply can't get anywhere else.

THE KEY ISSUES

Whether you're an evangelist for free content or a proponent of the pay wall, the recession has led to a polarisation of strategies for monetising digital content, with the dividing lines being drawn over how media companies can best make ends meet, let alone turn a profit, in the digital space.

And while some see this doctrinal debate as the means to usher in a new era of prosperity for content owners in the online world, many of the keenest media strategists regard it as little more than a diverting anachronism. Rapidly changing consumer behaviour and technology demand that there are more pressing issues and easier fought opportunities for survival and success at hand - the key is in understanding what the issues are and where the opportunities lie. That's where the Changing Media Summit comes in.

THE BRIGHTEST SPEAKERS

Once again we've searched far and wide across companies, disciplines and oceans to assemble an eclectic lineup of media visionaries working at the top of their respective professions.

From the most dynamic and prescient futurologists and the hardest of hard-nosed commercial suits, to the creative's creatives and the world's leading business strategists, the CMS programme has been meticulously designed to ensure you get a uniquely broad, fresh and invaluable insight into the business-critical issues that define the digital age.

Turn over the page to see who we've got, when they're speaking and what they're speaking about...

NETWORKING AND INTERACTION

Last year's summit provided a unique gathering for more than 350 delegates holding senior positions across the media and technology sectors. Join them and us on 18 March at the Guardian's headquarters in Kings Place and discover your blueprint for creative and commercial success in the digital world.

I look forward to seeing you then.



Robin Hough
Head of media events

STREAM HOST

venturethree

venturethree is one of the world's leading brand consultancies working on media projects in many different countries. Its clients include famous names in television, newspapers, cinema, retail, music, events, mobile communications and social networks.

venturethree aims to create the most exciting brands on the planet. It has been doing this for Sky, The Times, Orange Vallée, HMV, UPC, MySpace, Fox TV, ish, Ono, and MUTV, Manchester United's TV channel.

The venturethree team are our brand experts at the Changing Media Summit. This is an opportunity to get to know the team behind the creative ideas that transform media businesses and create entirely new, ground-breaking brands.

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EVENT PARTNER

Technology Strategy Board

Driving Innovation

The Technology Strategy Board promotes and supports research into, and development and exploitation of, technology and innovation for the benefit of UK business - working with technology-intensive industries to commercialise their research.

As a part of Digital Britain, we're investing £30m to initiate programmes that will help businesses generate more money out of networks, content and services, and to enable the public to trust in, and benefit from, the digital economy. We encourage you to get involved: www.innovateuk.org

MARKETING PARTNERS:



paidContent²⁰¹⁰
DISCUSSING THE ECONOMICS OF CONTENT: NYC, 2.19.2010



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