# Programme

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| 08:00 – 09:00 | COFFEE & REGISTRATION |
| 09:00 – 09:05 | WELCOME & INTRODUCTION<br>**Richard Lindsay-Davies, CEO, The DTG** |
| 09:05 – 09:20 | **KEYNOTE: THE ROAD TO AN IP FUTURE: CREATING THE RIGHT CONDITIONS FOR THE UK CREATIVE ECONOMY TO THRIVE**<br><br>**Matthew Postgate, Chief Technology & Product Officer, BBC**<br>· As we move towards a world in which media is increasingly distributed over the internet, how do we ensure that the full benefits are equally and widely shared?<br>· What's the right approach to digital radio switchover to ensure no audiences are left behind?<br>· In an increasingly consolidated media landscape, how can the industry build partnerships which create the best possible outcomes for all of the UK creative economy and for consumers? |
| 09:20 – 09:35 | **KEYNOTE: THE STRATEGIC INFLECTION POINT**<br><br>**John Simmons, Media Platform Architect, Microsoft**<br>· What are the web media standards that together constitute a strategic inflection point which will transform both broadcast and internet industries?<br>· Which key technology developments since 2008 – when a confidential Microsoft white paper first envisioned a digital transformation – have enabled this?<br>· What are the consequences for broadcasters and OTT operators? |
| 09:35 – 09:55 | **KEYNOTE: THE CHANGING BROADCAST LANDSCAPE: THE REGULATORY CHALLENGE**<br><br>**Steve Unger, Group Director & Board Member, Ofcom**<br>· The changing media landscape: risk, uncertainty and the threat to public service broadcasting<br>· Collaborate to compete: how public service broadcasters can meet the challenges of the future<br>· How regulation can support public service broadcasting: what needs to be done to support the system |
| 09:55 – 10:30 | **KEYNOTE PANEL: LEADING ORGANISATIONAL AND INDUSTRY CHANGE**<br><br>**John Simmons, Media Platform Architect, Microsoft**<br>**Steve Unger, Group Director & Board Member, Ofcom**<br>**Matthew Postgate, Chief Technology & Product Officer, BBC**<br>*Chaired by Simon Fell, former Director, Technology & Innovation, EBU*<br><br>· What are the underlying drivers of TV transformation?<br>· What are the business, technology, consumer, and regulatory issues as we move to an increasingly IP-delivered future? How should this transition best be managed? |

**Driving Transformation**

This is our opening theme, with keynote presentations from industry leaders who will give their views on the underlying drivers of TV transformation and share their predictions for the future.

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| **10:30 – 11:00** | COFFEE & NETWORKING |
| **11:00 – 11:15** | **INTERNATIONAL KEYNOTE: THE OPPORTUNITIES FOR GROWTH** |
| | **James Gibbons, GM UK / Ireland, Australia & New Zealand and Head of Commercial Development, EMEA, Discovery Communications** |
| | · What are the growth opportunities within the highly competitive content arena? |
| | · How is Discovery targeting new and more digitally minded audiences? |
| | · How are differentiated media companies like Discovery reaching new and younger audiences? |
| **11:15 – 11:30** | **PRESENTATION: CONSUMER-DRIVEN INNOVATION** |
| | **Sylvain Thevenot, Managing Director, Netgem** |
| | · How have consumer insights driven product innovation at Netgem? |
| | · What do consumers want from their TV provider? What is the optimum experience? |
| | · What does a next-generation TV service look like? |
| **11:30 – 11:45** | **PRESENTATION: THE USE OF NEXT GENERATION AUDIO TO CUSTOMISE BROADCAST TV** |
| | **Rupert Brun, Broadcast Consultant, Fraunhofer IIS** |
| | · Which factors make dialogue audibility one of the most frequent causes of complaint received by broadcasters? |
| | · Why doesn't a single sound balance work for everyone? |
| | · How will next-gen audio technologies allow viewers to personalise audio received on broadcast TV? |
| **11:45 – 12:00** | **PRESENTATION: THE EVOLUTIONARY EXPECTATIONS OF THE TV & VIDEO VIEWER** |
| | **David Sidebottom, Principal Analyst, Futuresource Consulting** |
| | · What is the reality of TV and video viewing in the UK? |
| | · Are platforms complementary or cannibalistic? |
| | · Which consumers are driving viewing evolution? How will this change and how are consumer expectations impacted? |
| **12:00 – 13:00** | **PANEL: WHAT'S WORTH WATCHING? OPTIMISING CONTENT DISCOVERY** |

**Maryam Pasha, Director & Curator, TEDxLondon**
**Charles Dawes, Senior Director, International Marketing, TiVo**
**Faz Aftab, Commercial Director, Online, ITV**
**Thomas Williams, Chief Executive, Ostmodern**
**Sylvain Thevenot, Managing Director, Netgem**
*Chaired by Jon Watts, Managing Partner & Co-founder, MTM*

· What exactly is content 'curation'? What are the advantages of a curation approach to programme discovery?
· How have recommendation engines traditionally offered programme selections? How is that changing in the era of AI, deep learning algorithms?
· What are the implications of a screen-less (though not entirely screen-free) interface for broadcasters and content producers?

**Delighting Audiences**

We hear how broadcasters are serving viewers across multiple networks and devices, and how the interface is becoming more personalised and more invisible as voice interaction evolves. We look at changing TV consumption trends and latest approaches to programme discovery.

# Programme

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| 13:00 – 14:30 | LUNCH & NETWORKING |

**14:30 – 14:45**
### AFTERNOON KEYNOTE: THE RISE OF PHOTOREALISTIC AR

**Paul Lee, Global Head of Technology, Media & Telecoms Research, Deloitte**
- What is driving take-up of augmented reality (AR) mobile apps? Which software and hardware advances are enabling an increasingly photorealistic AR experience?
- Which AR applications will reach mainstream audiences, and be used on a daily basis?
- What is the relationship between AR and TV? How is AR enhancing TV viewing?

**14:45 – 15:00**
### PRESENTATION: ADVANCES IN IMMERSIVE CONTENT PRODUCTION

**Sol Rogers, Founder & CEO, REWIND**
- How is AR, VR and MR enabling new approaches to storytelling? How is it creating experiences that leave a positive lasting impression?
- What are the latest production techniques and technology innovations that are enabling more lifelike images, and an even more immersive user experience?
- How is VR being combined with artificial intelligence (AI)? What are the opportunities here?

**15:00 – 15:40**
### DISCUSSION: THE CHANGING WORLD OF WORK

**Anne Morrison, Chair, Pearson College London, and Chair, International Committee, BAFTA**
**Namrata Sarmah, Senior Director, Digital Product & Content, Viacom**
**Bhushan Patil, SVP, Head of UKI & Southern Europe – CME, Tech Mahindra**
*Discussion chaired by Dr David Docherty OBE, Chair, The DTG*

- What is the link between innovation and a diverse workforce?
- How should media tech best address the current gender imbalance?
- Encouraging a healthy workplace culture: what does best practice look like?

## Offering Immersive Experiences

We explore the rise of augmented reality (AR) mobile apps and consider the technologies that are enabling these new viewing experiences, and we hear about the latest advances in virtual reality (VR), mixed reality (MR) and AR production which promise even more lifelike images.

## Innovating The Workplace

We consider how organisations are attracting and retaining the best individuals at a time of heightened competition for highly trained and creative staff. How is the world of work changing in our industry? How are organisations improving the workplace culture, and increasing diversity?

**Futureproofing TV Infrastructure**

Our closing theme explores future TV distribution. How might 5G support broadcast? How will IP networks scale to cope with increased live and on-demand consumption? Ed Vaizey MP, former Minister of State for Culture and the Digital Economy, considers implications for public policy.

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| **15:40 – 16:00** | TEA & NETWORKING |

**16:00 – 16:15** | **PRESENTATION: 5G FOR MEDIA AND ENTERTAINMENT**

**Matt Stagg, Director of Mobile Strategy, BT Sport**
· Why isn't 5G just a faster version of 4G? What new commercial and technical opportunities does 5G open up for our industry?
· Using 5G for a single converged 'glass-to-glass' technology for the media and entertainment sector
· Is 5G a viable successor to DTT?

**16:15 – 17:15** | **PANEL: FUTURE MEDIA DELIVERY – OPPORTUNITIES AND CHALLENGES**

**Kalpak Gude, President, Dynamic Spectrum Alliance**
**Guido Meardi, CEO, V-Nova**
**Simon Fell, former Director, Technology & Innovation, EBU**
**Matt Stagg, Director of Mobile Strategy, BT Sport**
*Chaired by Alex Buchan, Head of Wireless Technologies, DTG*

· The technology challenges: spectrum, coverage, scalability (of IP), devices (such as mobile devices supporting broadcast, TVs supporting 5G standards), access to fibre and backhaul, broadband access
· Business considerations: delivering free-to-air (FTA), live, linear content on mobile devices; delivering live content in all scenarios – rail, road, stadia, rural, new business models in 5G – media network slicing
· Regulation and policy: enabling future delivery solutions, supporting FTA over IP (both in-home and mobile)

**17:15 – 17:30** | **INTRODUCTION TO FINAL KEYNOTE**

**Dr David Docherty OBE, Chairman, DTG**

**CLOSING KEYNOTE: THE CURRENT POLICY LANDSCAPE FOR DIGITAL COMMUNICATIONS**

**Ed Vaizey MP, former Minister of State for Culture and the Digital Economy**
· Future distribution for television: issues in the regulatory in-tray
· Digital radio: switchover or a continued mixed economy?
· 'Techlash': the calls for greater regulation of Big Tech

**17:30 – 17:35** | **CLOSING REMARKS**

**Richard Lindsay-Davies, CEO, The DTG**

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