



DIGITAL ACTION, LICENCE A & LICENCE B

Program for our seminar on 14th March at KPMG Auditorium, Sydney CBD

To register (\$385) or to get more information, please go to <http://www.networkinsight.org>

9:15-10:45	<p>Introduction: Mark Armstrong, Director, Network Insight Institute</p> <p>Session 1: The Digital Action Plan: challenges, plans and progress on digitalisation of Australian households</p> <p>Ian McGarrity, Chairman, Digital Broadcasting Australia, and panellists: Tim O'Keefe, Coordinator, Australian Digital Suppliers' Industry Forum (ADSIF) Julie Flynn, CEO Free TV Australia</p> <ul style="list-style-type: none"> • electronic in-home issues affecting viewers and consumers • impact of the Digital Action Plan and new policies made last year • progress on digital take-up, and what has to happen when for analogue switch-off
30 min	<i>Break</i>
11:15-1:00	<p>Session 2: Licences A and B: what are the rules?</p> <p>Giles Tanner, General Manager Inputs to Industry, ACMA Louise Capon, Partner, Freehills Caroline Lovell, Partner, Clayton Utz</p> <ul style="list-style-type: none"> • Programming, planning and technical issues for the licences • Licence allocation, auction and regulation • Boundaries and definitions of narrowcasting, datacasting, mobile and other key concepts • Special access and ACCC rules for the multiplexes.
1 hr	<i>Lunch</i>
2:00-3:30	<p>Session 3: What channels might realistically happen, and when?</p> <p>Rob Nicholls, Consultant, Gilbert + Tobin Anne Parsons, CEO, MediaCom Alex Pollak, Senior Media Analyst, Macquarie Equities</p> <ul style="list-style-type: none"> • What kinds of channels could start service, and how quickly? • Experience from the Digital 44 and DVBH mobile trials, and from overseas • What kinds of players, new or old, might bid for which licence; in what kinds of consortia? • Likely revenue streams, and how long they might take to grow?
30 min	<i>Tea break</i>
4:00-5:30	<p>Session 4: Analysis of A and B from different broadcasting perspectives</p> <p>Bruce Meagher, Director of Strategy & Communications, SBS Mark Hughes, Digital media strategy, Seven Media Group Barry Melville, General Manager, Community Broadcasting Association Deanne Weir, Group Director, Corporate Development & Legal Affairs, AUSTAR</p> <p>Four experts discuss the proposed channels and their prospects. They represent a depth of experience from different sectors including telecommunications, community and public broadcasting, subscription TV, free TV, research and government.</p>
5:30	<i>Close</i>

Notes:

- Bullet points for sessions are indicative only, and discussion-openers are not bound by them.
- The seminar does not deal directly with the pending changes in control and ownership of media, new and old. They will be covered in a separate event.