



Australian content in new and old media: but how?
Monday, 24 October 2011

This is our third seminar to help people get their thoughts together for the Convergence Review and beyond. This one is focused entirely on Australian content for television, the rationale for much of Australia's TV policy. There are many far-reaching options in the Review's recent Australian content paper. It could lead to the biggest changes since TV started in 1956. As you probably know, the Review paper is frank and clear about the scale of convergence expected, and the need for a far-sighted response.

Our seminar programs usually offer punchy discussion points for each session. This time, we want to ensure that each of the discussion-openers feels free to roam over whatever issues they think are important; with the Review paper itself the reference point.

The first half of each session is for the discussion-openers to speak. The second half is for people to speak (briefly) from the floor, and with the panel. Thus, a lot more viewpoints will be heard before the end of the seminar.

2:30-4:00	<p>Session 1: Trends, data, means and ends</p> <p>Adrian Lawrence, Partner, Baker & McKenzie Matthew Deaner, Strategy Manager, Screen Australia Rob Nicholls, General Manager, Communications Group, ACCC Bob Peters, Director, Global Media Analysis</p> <p>These experts can add more dimensions to the future options, including:</p> <ul style="list-style-type: none"> - Latest data on levels of content, expenditure etc - Capacity of the legal system to deliver forward-looking solutions - Thinking in other countries who also face these challenges - How we got to where we are, and what that might say about the future
<i>Afternoon tea break</i>	
4:30-6:00	<p>Session 2: What kind of innovation do we need; and what is and isn't broken?</p> <p>Tim Watts, Regulatory Affairs Manager, Telstra Brian Rosen, Producer and President SPAA Julie Flynn, CEO, Free TV Australia</p> <p>We have invited these people, each with roles giving a commanding view of media, to offer some thoughts about realistic ways ahead, not instant solutions. They will help to target the areas which matter most, and the kinds of solutions which might work best.</p>
<i>Drinks</i>	

Notes:

1. For info about the Review, go to: http://www.dbcde.gov.au/digital_economy/convergence_review
2. Issues listed for sessions above are indicative, and not binding on individual speakers.