



the year ahead in communications 2007

a workshop for Network Insight sponsors

Friday, 16th February 2007

09:30 to 10:00

Registration, tea and coffee

session 1

10:00 to 11:30

Digital, connected users: what is happening at home and on the street?

Ian McGarrity, Chairman, Digital Broadcasting Australia

Scott Lindsay, Electrical Franchisee, Harvey Norman, Bondi Junction

Len Wallis, Managing Director, Len Wallis Audio

- What digital equipment, devices, software are people buying?
- What progress on integrating all the gear, for average as well as high-end households?
- How much is wireless or mobile, and how much is fixed?
- When will digital TV (HD or even SD) become the norm?

break

11:30 to 12:00

session 2

12:00 to 13:15

Will \$1.1bn make a difference to regional telecoms?

Peter Shore, Chairman, Lonely Planet (session chair)

Jason Horley, General Manager, Elders Telecommunications

John Porter, CEO, AUSTAR

Ric Clark, CTO, Alcatel-Lucent Australasia

- What might be achieved through Connect Australia (\$1.1bn) including its offspring Broadband Connect (\$878m)?
- Integrating WiMax and fixed technologies, for telephony-like and mass-market services.
- Will the advantages of friendly local councils, wireless technologies and convergence turn the regions into trailblazers?

lunch

13:15 to 14:15

session 3

14:15 to 15:45

Investment challenges across telecoms and media

Gerry Moriarty, Chairman, Macquarie Communications Infrastructure Group

Clark Butler, Head of Sourcing, Westpac Banking Corporation

Richard Alcock, Chairman, Allco Managed Investment Funds Limited

- What's happening globally; and availability of global capital
- Assessing the effect of current trends such as private equity and PPPs
- Opportunities for innovative and alternative models of co-operative investment
- Impact of regulatory decisions, including ACCC

break

15:45 to 16:15

session 4

16:15 to 17:45

Digital entertainment and info: what is working best?

Martin Dalgleish, CEO, Convergent Media, PBL

Guy Gadney, President, AIMIA

Moya Dodd, Vice President, CRA International

- Which Internet and IP-based services, from games to gambling, are most likely to succeed?
- Prospects for podcasting, mobile TV and other things on a tiny screen with earbuds
- Is there a bankable version of user-generated content?

dinner

19:00

Drinks and dinner at the Beachouse restaurant

pervasive issues

Some current issues run through all sessions, not being confined to any single one:

- When and how will Australia get widespread, first world broadband?
- Impact of the 2007 media mergers; and of dozens of Licence A and B channels



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session 5

09:30 to 11:00

Marrying traditional media and new platforms

Kim Dalton, Director, ABC TV

Jack Matthews, CEO, Fairfax Digital

Damian Smith, General Manager, Digital Media, Network TEN

- How in practice to run convergent, cross-platform production and releases
 - What kinds of news, sport, and drama are working via the Internet and mobiles
 - Cross-promotion and cross-selling: are they just an investment banker's dream?
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break

11:00 to 11:30

session 6

11:30 to 13:00

Changes in media ownership

Bob Peters, Director, Global Media Analysis

Ian McGill, Partner, Allens Arthur Robinson

- From the moves now in the pipeline, what will new players look like?
 - How do transactions actually get completed under the new laws, and how big is the first mover advantage?
 - What opportunities might open for new and different players?
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lunch

13:00 to 14:00

**session 7A
(concurrent)**

14:00 to 15:30

Changes in consumer attitudes

David Gibbs, Executive Director, dSales (session chair)

Leigh Terry, Managing Partner, OMD

Dominic Arena, Associate Director Information, Comms, Entertainment, KPMG

Rob Leach, Head, MCn Connect

- Where are consumers driving convergent and traditional media?
 - What will be the impact on mobile, broadband and interactive services?
 - Will advertisers need to change their attitude, or just their buying practices?
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**session 7B
(concurrent)**

14:00 to 15:30

Mobile and wireless broadband

Ian Martin, Senior Telecommunications Analyst, ABN AMRO Research

Anthony Goonan, Director, Wireless Fundamental Planning, Telstra

Simon Curry, Group Manager, Communications and Media Group, Asia Pacific, Intel

- The various 3Gs, NextG, WiMax and other approaches: what speed and coverage do they deliver?
 - Does NextG change the economics of the whole wireless data market?
 - How will all these changes shake down over the next two years: survival of the fittest, or endless revolution?
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**pervasive
issues**

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(The bullet points for sessions are indicative, and not binding on discussion-openers.)