

# The year ahead in communications 2008

## a workshop for Network Insight sponsors

### Friday, 8 February

9:45-10:00	registration, tea and coffee
Session 1 10:00-11:20	<p><b>Policy changes under the new government</b></p> <p><b>Bruce Meagher</b>, Director Strategy, SBS  <b>Dr Julianne Schultz</b>, Editor, Griffith REVIEW  <b>Hon Michael Lee</b>, former Minister for Communications and the Arts</p> <p>Not another press gallery analysis, but serious thinking by people with long experience about how the Rudd Government's objectives may be crystallised and implemented:</p> <ul style="list-style-type: none"> <li>• How and when might telecoms, digital, media etc start changing?</li> <li>• Different processes for policy and planning: who might be involved, and how?</li> <li>• What opportunities for people building and running telecoms, ICT, media?</li> </ul>
11:20-11:45	break
Session 2 11:45-13:10	<p><b>Digital, connected users: what is happening at home and on the bus?</b></p> <p><b>Ian McGarrity</b>, Director, IMW Media Services (convener)  <b>Mark King</b>, Business Development Manager, Audio Products, Harvey Norman  <b>Keith Jones</b>, Managing Director, Digital CEnergy</p> <ul style="list-style-type: none"> <li>• Local and international progress on digitalisation and consumer take-up</li> <li>• What digital equipment, devices, software are people buying?</li> <li>• What to do about the energy consumption?</li> </ul>
13:10-14:15	lunch
Session 3 14:15-15:45	<p><b>Investment</b></p> <p><b>Roger Buckeridge</b>, Director, Allen &amp; Buckeridge  <b>Richard Alcock</b>, Vice Chairman, Investment Banking, Merrill Lynch  <b>Gerry Moriarty</b>, Chairman, Macquarie Communications Infrastructure Group</p> <ul style="list-style-type: none"> <li>• Where is the long-term investment heading?</li> <li>• What's happening globally; and where do we lag or exceed?</li> <li>• Venture capital for growing players, developing new services and software</li> </ul>
15:45-16:15	break
Session 4 16:15-17:45	<p><b>Changes in consumer attitudes</b></p> <p><b>David Gibbs</b>, Executive Director, dsales (convener)  <b>Rob Leach</b>, Head, MCn Connect  <b>Dominic Arena</b>, Associate Director, Information, Comms, Entertainment Group, KPMG  <b>Duncan Murray</b>, CEO, Belong</p> <ul style="list-style-type: none"> <li>• Where are consumers driving convergent and traditional media?</li> <li>• What will be the impact on emerging platforms/channels (mobile, IP based networks)?</li> <li>• Will advertisers need to change their attitude, or just their strategies? What is happening already?</li> </ul>
19:00-22:30	drinks and bbq
issues for all sessions	<p>What difference if any will the changes in government priorities make to your area?  Real broadband: how can we use it when it comes, and how to drive universal take-up?</p>

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### Saturday, 9 February

<p>Session 5 9:30-11:00</p>	<p><b>UGC, news, entertainment and info services on the new platforms</b>  <b>Nic Cola</b>, Commercial Director, News &amp; Finance, Fairfax Digital  <b>Abigail Thomas</b>, Head, Strategic Development, ABC Innovation  <b>Damian Smith</b>, General Manager, Digital Media, Network TEN</p> <ul style="list-style-type: none"> <li>• Which Internet and IP-based entertainment, from games to gambling, are most likely to succeed?</li> <li>• What are the prospects for text-rich services such as classifieds, blogs, journalism and news</li> <li>• Have social networking worlds, and user-generated content matured, or are they just harbingers?</li> </ul>
<p>11:00-11:30</p>	<p>break</p>
<p>Session 6 11:30-13:00</p>	<p><b>The new multi-platform media/comms structures</b>  <b>Bob Peters</b>, Director, Global Media Analysis  <b>Malcolm Long</b>, Director, Macquarie Communications Infrastructure Group and Chair, NIDA  <b>Guy Dunstan</b>, Senior Adviser, O'Sullivan Pullini</p> <ul style="list-style-type: none"> <li>• The thinking behind the cross-platform consolidations</li> <li>• How will the revenue streams grow, intertwine and transmogrify?</li> <li>• What structures have the mergers of the last 12 months created?</li> </ul>
<p>13:00-14:00</p>	<p>lunch</p>
<p>Session 7A 14:00-15:30</p>	<p><b>Film and TV production: the recent changes (concurrent)</b>  <b>Maureen Barron</b>, Chair, Australian Film Commission (convener)  <b>Kim Dalton</b>, Director, ABC TV  <b>Sue Masters</b>, Executive Producer</p> <ul style="list-style-type: none"> <li>• What are the tax and structural changes, and why were they introduced?</li> <li>• Will they build sustainable businesses, with more hits and profits?</li> <li>• What are the best and worst scenarios for production over the next three years?</li> </ul>
<p>Session 7B 14:00-15:30</p>	<p><b>First-world broadband: how we can build it, at last (concurrent)</b>  <b>Ian Martin</b>, Senior Telecommunications Analyst, ABN AMRO Research  <b>Paul Fletcher</b>, Communications Consultant  <b>Phil Burgess</b>, Group Managing Director, Public Policy &amp; Communications, Telstra</p> <ul style="list-style-type: none"> <li>• What progress are we really making, compared with the rest of the world, and is it with FTTN, ADSL2+, WiMax or what?</li> <li>• What are realistic prices and speeds for rural and remote broadband?</li> <li>• What are the best financial, structural and regulatory models?</li> </ul>
<p>15:30</p>	<p>end of workshop</p>
<p>issues for all sessions</p>	<p>What difference if any will the changes in government priorities make to your area?  Real broadband: how can we use it when it comes, and how to drive universal take-up?</p>
<p>note</p>	<p>The bullet points for sessions are indicative, and not binding on discussion openers.</p>