

the year ahead in communications 2010

annual workshop for Network Insight sponsors and advisers

Six sessions over 1.5 days, focusing this year on the NBN. All speakers have been invited to offer views on how to accelerate, finance, and use the NBN.

Friday, 14 May 2010

Day 1

09:00 to 09:30

Registration, tea and coffee

session 1

09:30 to 11:00

Trends in media and telecoms

Bob Peters, background: Global Media Analysis (current); ANZ Investment Bank

Mark Blackwell, background: Morgan Stanley (current); Cooper Investors; A T Kearney

- Insights from two experts who spend all their time studying the trends
- What kinds of players and services might win or lose over the next 2 years?
- Numbers and charts addressing media, telecoms and online

tea break

11:00 to 11:30

session 2

11:30 to 13:00

Online services: growth, takeup and investment

David Gibbs, background: Jumbuck Entertainment (current); eChoice; McKinsey

Deena Shiff, background: Telstra (current); Mallesons; Freightcorp; OTC

Clem Doherty, background: Like-Minded Individuals (current), NBN Co (current); McKinsey

- What progress on the major services like education, health and social services?
- Where are the next opportunities in lifestyle and social networking?
- The flight of business services to the cloud: is this change forever?

lunch

13:00 to 14:00

session 3

14:00 to 15:30

Can we overcome the bickering and bureaucracy?

Debra Richards, background: ASTRA; Ministerial Adviser; ABA; ABT

Malcolm Long, background: ACMA (p/t, current); Macquarie Comms Inf Grp; NIDA; SBS; ABC

Patrick Fair, background: Baker & McKenzie (current); IIA; Law Society of NSW

- Powerful concepts like the NBN and the digital dividend: what about some execution?
- Will the big ideas be smothered by lobbyists, bureaucrats, economists and lawyers?
- How can communications players escape being divided and ruled?

tea break

15:30 to 16:00

session 4

16:00 to 17:30

Extending media on the new platforms

Martin Dalgleish, background: CMH; PBL; NineMSN; iSelect; Optus

Jack Matthews, background: Fairfax Digital (current); Premium Movie Partnership; TelstraSaturn

Rohan Lund, background: Yahoo!7 (current); Seven Network; Singtel Optus

- What are the consumer trends in areas like social networking, UGC, search and music?
- How to offer a natural, intuitive presence in the midst of platform chaos?
- How are online players changing their marketing?

drinks

17:30 to 19:00

Note 1: Bullet points for sessions are indicative, and not binding on discussion-openers.

Note 2: Discussion-openers views are purely personal, unless they say otherwise on the day.

Saturday, 15 May 2010

Day 2

session 5

09:00 to 10:30

Users, audiences, and devices**Ian McGarrity**, background: IMW Media Services (current); Digital Broadcasting Australia; ABC; SBS**Robert Leach**, background: MCn Connect (current); BSkyB; Sky Media**Ian Davis**, background: Telstra TV (current); Nine Network Australia; A T Kearney; Delta Education

- Progress on digital conversion and spectrum changes
- What can practically be connected to a TV, as a real consumer proposition?
- The online world via TV for entertainment services: does it work for people?

tea break

10:30 to 11:00

session 6

11:00 to 12:30

The NBN: how, when, and at what price?**Peter Lovelock**, background: TRP (current); Foresight Consulting; MFC Insight; ITU**Ian Martin**, background: RBS (current); ABN AMRO; Macquarie Bank; BZW; Oftel; DCITA**NBN executive** (definitely coming, but name to be confirmed)

- Contracting, sequencing and build-or-buy strategies
- How will retailers deal with the NBN, with what terms and access?
- Balancing the financial/technical issues, from household adoption to ultimate investors

lunch

12:30 to 13:15

bonus
session

13:15 to 14:30

Bonus Q & A technical session about the NBN

Special extra session to give some technical explanations of the NBN issues.

Three technical experts have kindly volunteered to be available to answer questions from people at the workshop. The experts, with a rough division of the areas are:

Peter Darling on network design. Background: Pondarosa Communications (current); Telstra; ACIF**Prof. Reg Coutts** on wireless and the 'remaining' 10 per cent. Background:

Coutts Communications (current); University of Adelaide; NBN expert panel; Telstra

Geof Heydon on services and applications. Background: Alcatel-Lucent (current)**Note 1:** Bullet points for sessions are indicative, and not binding on discussion-openers.**Note 2:** Discussion-openers views are purely personal, unless they say otherwise on the day.

What is it for?

The purpose is to give all our extended family of sponsors and advisers the chance to get across the key issues facing them all, in less than two days. People from media, telecoms and IT share knowledge and experience. This cuts across industry boundaries and sectors, in a safe, neutral and private environment.

How it works

Our experts in each panel raise the issues for a few minutes each, then take part in the discussion with all participants. There will be plenty of candid discussion. In many years of these annual workshops, there has scarcely ever been a lull in any session. If you don't feel like joining the discussion you can just listen if you want.

No boring
lectures or
trappings

This workshop is certified free of the following: opening address by Minister; ring-binder full of useless papers; formal introductions of speakers; gala dinner with speaker. The workshop is also free of posturing to impress the press or regulators, because they won't be there. We respect the important role of government officials and politicians, but we don't have them at the workshop, to ensure that you are not intimidated by regulatory scrutiny. All sessions are confidential.

Speakers
chosen on
merit

Discussion openers are chosen for their ability to help us see where media and communications trends are heading. Although most are on the boards of major enterprises, they have been chosen for expertise, not rank. Nobody is just a corporate representative. And they will be sharing their personal insights, not delivering speeches.

Who is
invited?

Anyone who works for one of our sponsors is invited, namely: Telstra, Seven Network, Allens Arthur Robinson, Broadcast Australia, FOXTEL, Clayton Utz, AUSTAR, Macquarie Bank (and for this event the ABC and SBS). We have 50 advisers from around the country who help us with ideas and information. Those advisers are equally welcome, but unfortunately they can't bring work colleagues from non-sponsor firms.