

the year ahead in communications 2011

annual workshop for Network Insight sponsors and advisers

Wednesday, 16 March

08:40 to 08:50

Registration, tea and coffee

08:50 to 09:30

Trends and numbers in media

Alex Pollak, Macquarie Bank; earlier: Fairfax

- Numbers and charts addressing the state of play in media
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09:30 to 11:10

Services in the years until the NBN, and beyond

Peter Lovelock, TRP (China & Region); earlier: MFC Insight, World Bank, ITU

Geof Heydon, Alcatel-Lucent

Ian McGarrity, IMW Media Services; earlier: Digital Broadcasting Australia, ABC, SBS

- Some emerging business models
 - Fibre and wireless: how much, in what combination, for what purpose?
 - Progress and impact of digital delivery
 - The world leaders: how do we compare?
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11:10 to 11:40

11:40 to 13:10

Investment, growth and innovation

Roger Buckeridge, Allen & Buckeridge VC; earlier: Elders IXL, McKinsey & Company

John Riedl, private investor and engineer; earlier: SigNav, Jtec, Techniche VC

Jennifer Zanich, Xumii/Myriad Group; earlier: SeeSaw Networks, Wedgetail/Vintela, Microsoft

- Growth prospects for Australian telecommunications and Internet-based firms
 - What kinds of business will appeal most to investors in the present investment environment?
 - How the capital markets might accelerate local communications industry growth (or the opposite)
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13:10 to 14:00

14:00 to 15:30

New dimensions of media consumption

Ian Garland, earlier: Multiview Analytics, ASTRA, Nielsen

Lisa Walsh, ABC Research; earlier: Independent researcher, AGB, Nielsen

Graeme Uhd, Hoop Group; earlier: Nine Network, Zenith Optimedia, mojo partners, Nielsen

- The impact of new technology on audiences - multichannels, time shifted viewing, new platforms
 - Measuring the fractured audience - new models, new metrics
 - Why the audience is important - dollars for viewers, social obligation and the move to engagement
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15:30 to 16:00

16:00 to 17:30

Populating the new platforms

Rene Summer, Ericsson; earlier: Ericsson New Media & Technology Policy (EU/APAC), AMS

Ian Davis, Telstra TV; earlier: Nine Network Australia; A T Kearney; Delta Education

David Coleman, Nine Entertainment; earlier: Looksmart, dstore, McKinsey

- Can mass media flourish in the future multichannel, interactive world?
 - What are the prospects for new kinds of services; and what are the obstacles?
 - Do we have to wait for the NBN, or can mobile, IPTV and Internet platforms do it now?
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17:30 to 18:30

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.

session 1

session 2

break

lunch

session 4

break

session 5

drinks

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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 one intensive day. 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, although you are welcome to just listen if you prefer.

No boring lectures or trappings

This workshop is certified free of the following: ring-binders full of useless papers; formal introductions of speakers; gala dinner with speaker. The workshop is also free of any posturing to impress regulators or the press 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, 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.

Venue

Sergeants' Mess, Chowder Bay Road, Chowder Bay (Mosman)

Cost

\$590 per person.

How to register

Online at www.networkinsight.org/events/sw2011.html