

the year ahead in communications 2009

a workshop for Network Insight sponsors

Friday, 13th February 2009

09:00 to 09:30

Registration, tea and coffee

session 1

09:30 to 11:00

Digital users, devices and channels

Gary Brown, Business Development Manager, Visual Products, Harvey Norman

Ian McGarrity, Director, IMW Media Services (session convenor)

Steve Mannion, General Manager, Sales & Marketing, Hills Antenna & TV Systems

- What devices and services are consumers buying?
- Progress on digital uptake, and can we make the switch off deadline?
- Will our reception systems deliver true HD TV?

break

11:00 to 11:30

session 2

11:30 to 13:00

Online enterprise

David Gibbs, Executive Director, dSales (session convenor)

Guy Dunstan, Chairman, Galadrial

Kim Anderson, Director, thereadingroom.com

- What are the consumer trends in areas like social networking, UGC, search and music?
- How are online players changing their marketing?
- Traditional vs new media - which is fragmenting faster?

lunch

13:00 to 14:00

session 3

14:00 to 15:30

Communications infrastructure

John Craven, Managing Director, Terranovate Group (session convenor)

Gerry Moriarty, Chairman, Macquarie Communications Infrastructure Group

David Quilty, Group MD, Public Policy & Communication, Telstra

- What can the future infrastructure deliver (health, entertainment, cheaper power, environment, digital economy) - smart infrastructure
- Is fibre the answer and are all fibre networks created equal?
- Who will make money out of it, who should own it and how will it impact existing businesses (entertainment, health, banks)

break

15:30 to 16:00

session 4

16:00 to 17:30

Subscription media

David Royal, Director, Merrill Lynch Australia

Deanne Weir, Group Director, Corporate Development & Legal Affairs, AUSTAR

Adam Suckling, Director Regulatory, Policy & Wholesale, FOXTEL

- Future growth of subscription TV, press and other media
- Success of mobile and other new subscription platforms
- Funding and investment prospects

drinks

17:30 to 19:00

Drinks and canapes

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Saturday, 14th February 2009

session 5

09:00 to 10:30

Productivity and innovation

Dr Terry Cutler, Managing Director, Cutler & Company

Roger Buckeridge, Executive Director, Allen & Buckeridge

Steve Vamos, President, Society for Knowledge Economics

- Three very experienced leaders discuss what is really involved, covering ICT, media production, and management
- Next steps to lift performance and revenues, even in a recession

break

10:30 to 11:00

session 6

11:00 to 12:30

Analysis and numbers

Ken Reid, ICE Partner, KPMG

Ian Martin, Senior Telecommunications Analyst, ABN AMRO Research

Bob Peters, Director, Global Media Analysis

- Three experts whose job it is to think and analyse the trends share their projections
- What kinds of players and services might emerge well from the current slump?
- Numbers and charts addressing telecoms and media

lunch

12:30 to 13:30

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

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, private, academic 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 trapping

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 all these, media and communications trends are heading. Although most run 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, namely: Telstra, Network Ten, Nine/PBL, Seven Network, KPMG, Allens Arthur Robinson, Accenture, FOXTEL, Clayton Utz, AUSTAR, Macquarie Bank, Fairfax, and for this purpose 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.