

C21's Future Media 2010

Produced in association with



Welcome to C21's FutureMedia 2010. This one-day event brings together content and technology to provide a roadmap for the future development of the media and entertainment business. We hope you enjoy the day and our ongoing coverage of the digital revolution at www.c21media.net. The hashtag for today is #FM2010

8.30-9.00 Registration

9.00

Opening remarks

David Jenkinson

C21's editor-in-chief & managing director David Jenkinson will open the 10th FutureMedia, setting the scene for a day of intelligent debate about how content and technology are coming together to provide a new way forward for the media and entertainment business.

9.10

Creating social and interactive narrative through transmedia production

Christopher Sandberg, CEO, The company P

(Case study: Tim Kring's The Conspiracy For Good)

Christopher will showcase his latest work as creative producer on the transmedia drama Conspiracy For Good, for Tim Kring (creator of Heroes).

What are the challenges of drama as it steps into everyday life through social and interactive media? The Conspiracy For Good project explores how story and street action drive engagement in real-world issues. The project helped build a library, acquire 10,000 books and give scholarships to 50 young girls in Zambia. At its heart it is a story about an underground resistance against greed and the corrupting influence of multinational corporation Blackwell Briggs on the British government.

Moderator: David Jenkinson

9.30

BBC multi-platform masterclass

This case study-based session is designed to uncover how the BBC's multi-platform production has developed over the past year. From E20, Dr Who and BBC Knowledge propositions like Wildlife Finder, Lab UK and Your Paintings to the latest experiments with Social TV, those in charge of the mission explain what works, what doesn't and what comes next

Simon Nelson, controller portfolio & multi-platform, BBC

Victoria Jaye, head of commissioning, fiction and entertainment multi-platform, BBC

Ayesha Mohideen, head of knowledge multi-platform commissioning, BBC

Dan Taylor, senior portfolio executive, internet, BBC

Moderator: Jonathan Webdale

10.30

Channel 4 multi-platform masterclass

A hot house of cross-platform development, C4 will showcase its most compelling digital projects and outline its content requirements going forwards.

Alice Taylor, commissioning editor, education, Channel 4

Jo Twist, commissioning editor, education, Channel 4

Moderator: Jonathan Webdale

11.15 Coffee Break

11.30

FM Keynote interview

Casey Harwood, Senior VP Turner Europe, Turner Broadcasting

A keynote interview that aims to uncover how to manage the rapid change and disruption in content, involving the building of consensus around innovation and strategy, including digital TV, internet and wireless across global networks including CNN, Cartoon Network, TCM and TNT.

Moderator: David Jenkinson

11.50

FM Keynote interview

Philip O'Ferrall, Senior VP digital media, international, MTV Networks

An in-depth one-on-one interview designed to uncover how MTV Networks International is commissioning and developing web series like Being Victor and Freshers, extending programming brands with live streaming across platforms and using social media to develop bigger audiences for its existing content brands.

Moderator: David Jenkinson

12.10

FM supersession:

The connected living room

As the business braces itself for the arrival of a significant internet-delivered connected TV revolution, leading players outline the threats and opportunities at this crucial time in the sector's history.

Simon Morris, chief marketing officer, LOVEFiLM

Matt Rennie, commercial director, SeeSaw

Griffin Parry, director of IPTV development, BSkyB

Daniel Danker, general manager, programmes & on-Demand, BBC

Ian Mecklenburgh, director of consumer platforms, Virgin Media

Richard Lindsay-Davis, director general, Digital TV Group

Moderator: Nigel Walley, MD, Decipher

13.10 Lunch

14.00

FM Keynote

The Future of Media is Social

Christian Hernandez, head of international business development, Facebook

This keynote will examine how social identity and sharing is driving a new era of discovery and engagement around content. Christian will look at how best to leverage Facebook's 500 million users for your brand or show, drawing on some of the ways broadcasters are already using Facebook to successfully engage with people on Facebook and on their own websites.

Moderator: Jonathan Webdale

14.25

FM supersession

Social TV and gaming

With social networks' power continuing to grow, entertainment companies are developing social strategies designed to extend traditional programming brands and build new relationships with engaged audiences. This session looks at how social TV is currently being done best and suggests how it will evolve in the coming year.

Declan Caulfield, CEO, Starling

Paul Kanareck, head ventures, FremantleMedia

Maz Nadjm, head of social media, Ogilvy Group UK

Andy Rogers, MD, enteraction

Moderator: Jonathan Webdale

15.10

Keynote interview

Next-generation thinking

Emma Lloyd, business development director, Sky

Sky's multi-platform approach to content is redefining the business model. In this session, Emma explains the thinking behind a variety of cutting-edge initiatives the company has employed during the past year, from mobile to internet.

Moderator: David Jenkinson

15.30 Coffee break

15.45

FM supersession

Apps for TV - making it pay!

If you haven't got an app strategy you haven't got a content strategy. This FM session sees those responsible for cracking the commercial and creative app challenge discuss current thinking and showcase their most successful developments.

Daniel Heaf, director, digital, BBC Worldwide

Ian Davies, head of product development, Press Association

Robert Marsh, head, talkbackTHAMES digital

Moderator: David Jenkinson

16.30

FM supersession

The new producers - case studies from the digital frontier

The next generation of digital producers is poised to take advantage of the connected living room. In a series of interactive case studies, leading platforms and producers explain what works best and how new content models and distribution channels are providing fresh opportunities.

David Shing, VP media and marketing, AOL UK

Mike Bennett, CEO and creative director, Oil Productions

Paul Canty, MD, Preloaded

Peter Cowley, CEO, Spirit digital media

Moderator: Mike Dicks, senior policy executive, Pact

17.20 Conference close

17.30 - 18.30 FM networking cocktails