

# C21's Future Media 2011

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## **The hashtag for today's event is #C21fm**

### **What happens next...**

Now in its 11th year, C21's FutureMedia 2011 brings together content and technology to provide a roadmap for the future development of the media and entertainment business.

The theme for this year's conference is Next Generation Content Models. With a major focus on how connected TV will provide opportunity and threats, harnessing the tablet revolution, and social entertainment FutureMedia once again showcases the best case studies from the digital frontier while looking into the future with the best minds in the business.

This year certainly set the tone for what we can expect in 2012, but what does next year hold? Will it finally be the year that delivers, turning digital threat into promise?

Thanks to all our sponsors and delegates for supporting FutureMedia, one of the longest-serving digital content events in the calendar.



David Jenkinson

Editor-in-chief & managing director, C21Media

**8.00-9.00**

## Registration

**9.10**

### Opening session

#### Audiences and the changing content model

**Alan Ogston**, senior consultant, O&O

Alan leads O&O's research into new media business models and the challenges/opportunities that companies face in the transition to web 2.0.

To open FutureMedia 2011, Alan will present the latest research into media consumption on tablet/mobile devices and discuss some of the challenges in how consumer demand is changing and how traditional media companies might respond.

Moderator: David Jenkinson



**9.30**

### Opening keynote

#### Content strategies for success on Facebook

**Karla Geci**

*Strategic partner development, Facebook*

As Facebook emerges as a new content platform, providing a rich variety of opportunity for producers, broadcasters and rights owners, Karla showcases the latest ways to build audiences and commercialise content on the social network.

Moderator: David Jenkinson



**9.50**

### Facebook content case studies

A cross-section of leading digital producers showcase how they are working with Facebook to create new creative content and fresh business models, from social gaming to VoD rental.

**Ed Humphrey**, Senior vice president, Zodiak Active

**Matt Campion**, Creative director, The Social Media

Factory

**Vincent Sider**

VP of Social Media, BBC Worldwide

**Peter Cassidy**, MD, Screenpop

Moderator: David Jenkinson



**10.45**

## Coffee break

11.00

## Making YouTube your tube

### **Jed Simmons**

*Director, original programming, YouTube, EMEA,*  
Outlining YouTube's investment in its partners and moves to create more flexible ways to monetise video content online, this keynote presentation showcases how the content industry is working best with the world's leading social video platform.

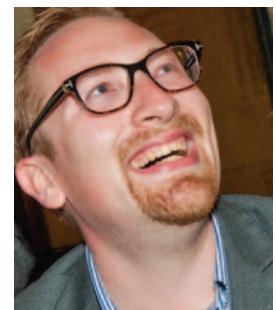
Moderator: Jonathan Webdale



11.20

## Digital content case studies

The internet and mobile now provide a real distribution platform for producers, who are now developing and monetising audiences online in significant numbers around the world. Leading players in this space showcase their best work and the challenges ahead for anyone aiming to build content brands online. (Which should include any channel and producer in the world!)



### **Nuno Bernardo**

*MD, beActive*

### **Wil Harris**

*Managing director and co-founder, ChannelFlip*

### **Jonathan Ford**

*Executive VP, digital acquisitions and distribution, Content Digital*

### **Henry Normal**

*CEO, Baby Cow Productions*

Moderator: Jonathan Webdale



12.10

## Connected thinking

### **Simon Morris**

*Chief marketing officer, LoveFilm*

As the Connected Living Room becomes a reality, new incumbents are now bidding for rights to serve up VoD propositions. One of Europe's most active players in this area comes to FutureMedia to explain how it intends to grow its business and what new opportunities there are for rights owners and producers in partnership with direct delivery in the digital age.

Moderator: Jonathan Webdale



12.30

## Networking lunch

13.15

## Direct delivery and the VoD opportunity

**Michael Comish**, CEO, *Blinkbox*

Tesco-owned video-on-demand service Blinkbox won't compete in the UK subscription video space due to fierce competition from Amazon-owned LoveFilm and soon Netflix, according to the Michael Comish. So how can it carve out a niche and what does the emerging digital VoD sector mean for the traditional production, distribution and broadcast community?

Moderator: David Jenkinson



13.30

## Connected TV and multi-platform commissioning

Following two provocative connected TV keynotes, we hear from those at the heart of the connected world on how creative and commercial content models are changing and consider who the winner and losers will be as things get even more competitive.

**Wil Stephens**, VP international business development, *Boxee*

**Anthony Rose**, Co-founder and CTO, *Zeebox*

**Robin Pembroke**, Managing director, *Online & On Demand, ITV*

**Alex Terpstra**, CEO, *Civolution*

Moderator: David Jenkinson



14.30

## Content everywhere

**Holly Knill**, Head of Sky Go, *BSkyB*

Available free of charge to all Sky TV subscribers, Sky Go launched this summer on PC, laptop, smartphones and mobile tablets. Since then, over 100m pieces of content have already been viewed by more than 1.6m unique users. In this session, Holly will provide some insight into the content that's proved most popular, early viewing patterns and what's next for Sky Go.

Moderator: David Jenkinson



14.50

## Coffee break

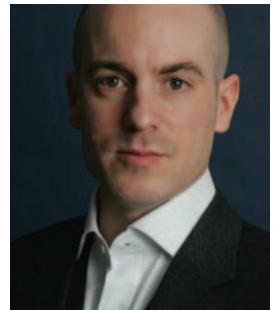
15.05

## Afternoon keynote

### The next content galaxy

#### Dan Saunders

*Head of content services, Samsung Electronics*  
Smart TVs; Galaxy tablets and smartphones; app stores; content deals; deals with platforms, producers, channels and internet brands. How is Samsung redefining the content model and how can your business create relationships that take best advantage of its position in the market.



15.25

## Case studies from The Digital Frontier

The best in tablet content

Leading producers showcase the best in tablet entertainment and explain what works and what doesn't.

#### Justin Moodie

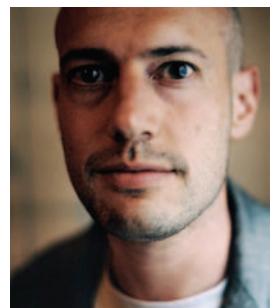
*Digital publishing director, DK Publishing*

**Daniel Rosen**, Head of mobile, AKQA

**James Huggins**, Co-founder & MD, Made in Me

**Paul Bennun**, Chief creative officer, Somethin' Else

Moderator: Jonathan Webdale



16.15

## Case studies from The Digital Frontier

### Next-generation production

From compelling Facebook games to the most effective web series strategy, FM uncovers the most significant projects of the year and comes face-to-face with the creatives responsible for delivering them.

**Mike Bennett**, CEO & creative director, Oil

**Dan Mayers**, Games designer, We R Interactive

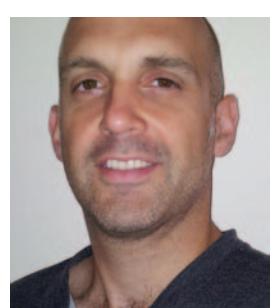
**Peter Cowley**, CEO, Spirit

**Kaustav Bhattacharya**,

*Senior Technology Manager*

*Channel 5 Broadcasting Ltd*

Moderator: Jonathan Webdale



17.05

Close