



Association for International Broadcasting

#iamabroadcaster

Global Media Summit

18-19 February 2015
RIBA, London W1, United Kingdom

Platinum
sponsor



Two days of high-level discussion and debate
about the international media industry

www.aib.org.uk

Agenda update
10 February 2015



#iamabroadcaster

RIBA, London, 18-19 February 2015

Brands are increasingly speaking directly to consumers while individuals are sharing their posts and videos to millions. The challenges to the broadcast industry are urgent while the opportunities for high-quality, global, multi-screen output and audience involvement have never been greater.

Join leading senior executives involved in the broadcasting world - content producers, channels, brands - to explore and discuss the major issues, priorities and solutions facing global media.

#iamabroadcaster

#iamabroadcaster will be highly interactive event, allowing plenty of time for networking between the delegates who will join this high-level conference from around the world. It will deliver key learning experiences for all participants.

With extracts of programmes showcasing the very best in TV broadcasting globally, audience insights from key market research studies, and unexpected extras, **#iamabroadcaster** is designed to challenge preconceptions and expand creative and strategic thinking.

Big claims, but as the global industry association for TV, radio and online broadcasting, AIB is well-placed to provide genuine, thought-provoking content to its Members and the wider media industry.

#iamabroadcaster brings together sessions that have been designed by and for AIB's global membership and for the wider media industry. Join the event to share in these outstanding conversations during two days' intense discussion and debate.

#iamabroadcaster

RIBA, London, 18-19 February 2015

Wednesday 18 February

0930 Welcome and introduction

The context - business

The media landscape is fast-changing and often confusing.

#iamabroadcaster will provide the context to the changes, challenges and competition. This opening session will help broadcasters and content providers, distributors and operators to understand key areas of discussion. It will look at the way media consumption habits vary immensely from region to region, and provide background on how and why they are constantly changing. It's essential for content owners and creators to understand that the audience is often ahead of the curve when it comes to consumption patterns and technology trends, and use the intelligence gathered to develop their strategies.

Setting out the **context for business**, covering macro trends across economic, content, structure and regulatory issues will be **Tabitha Elwes**, Partner, Prospero Strategy [below left]

The context - international

Media consumption patterns vary in different parts of the world and for broadcasters and media houses attempting to make inroads into new markets, it's important to understand how each market operates. **Tim Cooper** of the strategic research and evaluation company InterMedia [below centre], will provide global context.

The context - audiences

Drilling down to **audiences and their behaviour** will be **Holly Goodier**, Director of Marketing and Audiences, Future Media, BBC [right]



Networking and refreshments

The Business - offshore, outsource?

Some broadcasters have made attempts to slim their businesses and concentrate on the core competence of programme-making. They've successfully outsourced non-core activities, from security and catering through to playout and technological development. Today, there's more opportunity to gain efficiencies by relying on third-parties to provide services that even extend as far as newsgathering. How do media houses feel about possibly "losing control" of key services? This session will hear from some of the companies that provide these services to media houses, and learn from some of those broadcasters who have taken the plunge into divesting themselves of some in-house overheads. Speakers include **Sanjay Salil**, Managing Director, MediaGuru Consultants; **Mike Cronk**, Partner, Marquis Media Partners



Connecting the world

Making great content is what every media company aspires to, but it's useless if the audience can't consume it. 60% of Africans live in rural areas where connectivity is poor to non-existent. This session explores selected developments in distribution and connectivity and offers insights into the changes that will impact on content companies before long. Speakers include **Eugene Nyagahene**, Chairman and CEO, Tele 10 Group, Rwanda; **Sophia Bekele Eshete**, Founder and CEO DotconnectAfrica (DCA) Group



Lunch and networking

On the radar

News and perspectives from the margins of society can make a profound contribution to mainstream media and help to shape policy and public perspectives. On Our Radar trains mobile reporters from marginalised communities in Africa, India and the UK to share news via basic mobiles. Founder **Libby Powell** will explain how the organisation came of age when the Ebola outbreak became a full-blown epidemic in Sierra Leone, with its reporters providing some of the first on-the-ground coverage for broadcasters and print media.



Brands in content

Companies that have traditionally been buyers of commercial airtime are developing their own content for broadcast on mainstream, prime-time television. And some are really good at it! Is this competition for independent broadcasters and production companies? Is it OK to allow branded content onto TV? As the planet becomes more and more consumer product-oriented, do viewers care whether it's a brand or a TV company that's providing them with top-class programmes? We'll explore the challenges facing broadcasters and regulators and see some examples of the sort of content that companies are offering to channel commissioners.

John Taylor, Global Chairman, ZenithOptimedia Worldwide will be in conversation.



Networking and refreshments

Where's the cash?

Some argue that current business models are flawed and cannot survive. Others think the model for content owners and publishers is fine and nothing needs to change.

This session will look at the challenges to current funding models, picking up on the themes discussed in the 'brands in content' session, and asking difficult questions. We'll also look at the issue of piracy and the need to have robust revenue protection systems to beat those intent on stealing content from those who have invested heavily in its production. Expect fireworks.

Speakers in this session, moderated by CNBC anchor Wilfred Frost, are **Neeraj Arora**, Executive Vice-

President, Sony Entertainment; **Mekki Abdulla**; President and CEO, Fujairah Media Group, UAE; **Patrick Martin**, Head of Media, Strata Partners; **Greg Beitchman**, VP Content and Partnerships, CNN; **Viktor Muchnik**, Chief Editor, TV2, Russian Federation



Africa's media future



There's more happening in African media than ever before. New channels are launching, new pay-TV platforms are being developed and more programmes are being made across the continent for domestic and international audiences. **John Momoh**, Founder and CEO of Channels TV offers his perspective on Africa's media future in a keynote address.

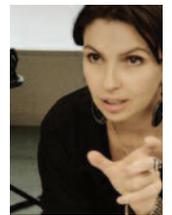
Thursday 19 February

0930 Opening and welcome

Engaging news

This session, moderated by **Chris Hampson**, journalist and former Director of International News at NBC, will explore whether demand for 24 hour news still exists - or is it a waste of resources by broadcasters who could choose to deliver high quality prime-time bulletins and get greater returns from drama and entertainment. We'll hear from rolling news channels, domestic and international, and from channels that include news in their general output. We will explore if there might be an HBO of news. We will learn about new ways of sharing news and factual content. And we'll explore whether a digital-first approach works, and can make money.

Speakers include **Mihai Gadea**, CEO, Antena 3, Romania; **John Momoh**, Chairman and CEO, Channels TV, Nigeria; **Vikram Chandra**, Executive Director and CEO, NDTV; **Natalia Sindeeva**, Founder and General Director, TV Rain, Russian Federation



Coffee and networking

Raising Your Voice: The Power of Storytellers in the Digital Age

Story-telling is the essence of media – across news, sport and entertainment. #iamabroadcaster will ask whether enough emphasis is being put on effective storytelling, and see and hear from those AIB think are getting it right. This will be a fast-moving, highly creative discussion with speakers including award-winning producers **Paul Woolwich**, **Joanna Jolly**, **Greg Moyer** and **John-Paul Marin**.



Pop-up sustainability



The Millennium Development Goals, successful in so many ways, will soon be succeeded by the Sustainable Development Goals. Richard Curtis is backing a project to let the world know about these goals. Radio is at the heart of it and broadcasters can work with Radio Everyone to spread the message following its unveiling to you at #iamabroadcaster. **Richard Curtis**, **Piers Bradford** and **Martin Davies**.

It's Social, Stupid

As social networks develop – and capture the imagination of consumers and of markets – media companies need to engage rather than shout. Creating meaningful strategies to respond to and engage with audiences is essential.

Speakers include **HonRDI Tomas Roope**, Founder and Director, The Rumpus Room, UK



The view from North America

What is happening in the media in North America? **Michael McEwen**, Director-General of the North American Broadcasters Association, provides a briefing on the state of the industry, the challenges and the opportunities.



Lunch and networking

Individualisation – the ultimate engagement

Since the earliest days of audience measurement, broadcasters have been preoccupied about young people. There's a notion that the youth of today – whatever era that might be – have deserted TV and radio and will never return. Is this true?

What's probably more important for broadcasters than fretting about the problem is to engage with the audience and provide depth in everything they do, rather than simply offer shallow, skimmable content. Content, whether it's information or entertainment, should have educational value – or should it?

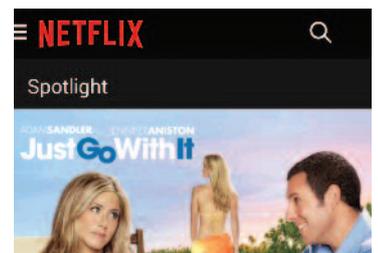
This session will benefit from context provided by young adults who will explain both their aspirations and their needs in content. Then we'll hear from experts who are developing solutions that offer individualisation of content that they believe is the ultimate engagement tool for broadcasters.

This fast-moving and provocative discussion includes contributions from **Henrik Eklund**, Founder and CEO of Newstag, **Alla Salehian**, CEO of TIMA, and **Tim Santhouse**, Global Head of Video Products, Thomson Reuters along with a group of young media consumers.



The Question of Netflix...

Examining the rise and rise of **Netflix** – what does it mean to broadcasters? **Tabitha Elwes**, Partner at Prospero Strategy, will provide insight and lead the discussion about whether Netflix, and similar companies, is a threat or complementary to broadcasters.



Future context - the next big things

As we have learnt over the past two days, the audience is changing, faster than ever. Consumers have more choices, more devices and more opportunities. How can media companies ensure that they have the right production tools, the right distribution and the right content to remain relevant in this brave new participatory world? We'll ask some challenging questions as we try to work out what's coming down the road, from IP production to streaming to social platforms to the screens consumers will use in the living room of tomorrow. As **#iamabroadcaster** draws to a close we'll learn about the way broadcasters are adapting to ensure that they retain a stake in living rooms around the world - whether those are in the home, or outside.

Speakers include **Professor Harish Bhaskaran**, Associate Professor of Materials, University of Oxford; **Anthony Rose**, Founder and CTO, Beamly, UK; **Lippe Oosterhof**, Managing Director, Livestation; **Anders Erlandsson**, Senior Advisor, Consumer Insights, Ericsson ConsumerLab



1645 Conference close



INTRODUCING CHANNELS TV

Channels Television is a multiple award-winning 24-hour news and media company that was founded in 1992 by veteran Nigerian broadcasters and business moguls John Momoh and Sola Momoh. The company launched operations in Lagos, south western Nigeria and has since grown to include three other stations in Abuja, Edo and Kano states. In addition, Channels TV has bureaux in almost every state in Nigeria, with stringers and affiliates across Africa.

Operating in Nigeria's hugely competitive broadcast media market, Channels Television is the first and only thriving national TV brand, dedicated solely to news.

Channels TV was established with the aim of cultivating and upholding the highest ideals in reporting the news with objectivity and fairness, as well as satisfying the right of the individual to be informed.

“
Channels TV is a thriving national TV brand across Nigeria
”

Today, Channels TV broadcasts to a discerning audience of over 20 million people.

The establishment of Channels Television as a news station was in response to the needs of Nigerian citizens to have a TV channel that, among other things, would:

- Provide an alternative medium of communication to the government and its policies, and hold public officers accountable to the people;
- Accommodate opposing views;
- Inform and educate the general public on how they are governed as well as their civic responsibilities;
- Uphold the ideals of balanced reporting, objectivity, fairness and the right of the individual to be informed.
- Be committed to presenting the news with proven facts
- Broadcast divergent views, irrespective of differences and circumstances
- Broadcast news that affects Nigerians
- Give the people a voice

WINNING TEAM

Channels TV has always been home to award-winning broadcasters and today, its team of outstanding professionals remains one of its key strengths.

Channels TV's team has produced feature programmes that have received commendation throughout the country. Video footage of events in Nigeria, shot by Channels TV news crews, has been used widely by the BBC, CNN and ITN.

The station has bagged the 'Best Television Station of the Year' – an award endowed by the Nigerian Media Merit Award Trust – eight times in the last 13 years, making Channels Television “the station of the decade”.

Its flagship programme, *News at Ten*, is today the most popular and most watched news in the country, while the station has earned a reputation as an aggressive news outlet, which provides a balanced account of news coverage. ■



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Delegate place booking form Prices valid from 1 January 2015

Conference at RIBA, Portland Place, London **18-19 February 2015**

AIB members - full passes

Please reserve _____ delegate places at £575 per person + UK VAT

Non-members - full passes

Please reserve _____ delegate places at £875 + UK VAT

AIB members - one-day passes

Please reserve _____ one-day places at £395 per person + UK VAT

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<input type="checkbox"/> AMERICAN EXPRESS	<input type="checkbox"/> DINERS CLUB INTERNATIONAL	<input type="checkbox"/> EUROCARD	<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> VISA	card number	security number*
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*the last three digits on the signature strip on Diners, Mastercard and Visa cards, and the four digits printed above the card number on American Express.

Cardholder's name _____ Expiry date _____ Cardholder's signature _____
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 Post/Zip code _____ Country _____ Cardholder e-mail (for confirmation) _____

Reservation made by
 Organisation _____
 Your name _____ Job title _____
 Address _____
 Town/City _____ Post/Zip Code _____ Country _____
 Telephone _____ Your e-mail _____

Terms and Conditions
 Date and Venue: The AIB Global Media Summit - #iamabroadcaster -, Wednesday 18 and Thursday 19 February 2015, RIBA, Portland Place, London W1, United Kingdom
 Fee: The cost of individual places at the Summit at the *member* rate is £575 plus UK VAT @ 20% (£115.00), giving a total cost of £690.00 per place. Delegates from an AIB Member benefit from a discounted rate on all places. The cost for individual places for *non-members* is £875 plus UK VAT @ 20% (£175), giving a total cost of £1,050.00 per place.
 Prices include access to the conference on both days, documentation and catering.
One day passes are available at a cost of £395 plus UK VAT @ 20% (total = £474) for *AIB members* and £595 plus UK VAT (total £714) for *non-members*. One-day passes are available for either day of the conference - please indicate which day the one-day pass is for.
 Travel and accommodation are not included in any of the fees.
 Cancellations of reservations made before 15 January 2015 are subject to a 15% administration fee of the total booking cost. Cancellations between 16 January and 31 January will be subject to a 50% administration fee of the total booking cost. After 31 January no refunds are possible, however substitutions may be made at any time with no additional charge.
 Payment must be made in full before the event. The organisers reserve the right to alter the content and timing of the event. This contract is subject to English law. VAT: The Association for International Broadcasting is registered for VAT in the UK, registration number: 795 4970 65. The Association for International Broadcasting Limited, registered in England as a Company Limited by Guarantee, number 2841983.

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You can also reserve delegate places online at www.aib.org.uk/store