

Digital Media

& Content

Summit

Delivering content to *anyone, anywhere, anytime*

- The shift from traditional to new media
- Media and content in a digital world
- Impact of digital media and content on traditional media
- Developing, digitising and delivering new media and content
- Reaching tomorrow's generation with new media advertising
- Understanding the "user-centric" view



MINISTERIAL ADDRESS

Hon David Cunliffe,
Minister of Communications & ICT



KEYNOTE INTERNATIONAL SPEAKER

Geof Heydon, *Director of Innovation & Market Development, Alcatel-Lucent*

Key speakers from New Zealand media, content, advertising and online organisations!

- John Ferguson
TVNZ
- Bernard Hickey
Fairfax Media
- Jen Rolfe
Saatchi & Saatchi
- Michael Gregg
Clemenger BBDO
- Paul Reynolds
McGovern & Associates
- Bevin Linkhorn
The Gibson Group
- Mark Evans
Interactive Advertising Bureau NZ
- Stephen Smith
Vodafone
- Brett Roberts
Microsoft
- Rob Inskeep
Telecom
- Che Tamahori
Shift
- Mick Sinclair
Sinclair Black



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8.30 Registration and coffee

8.55 **Opening remarks from the Chair**

MEDIA & CONTENT IN A DIGITAL WORLD

“Technology will continue to alter the distribution landscape, allowing people to access content on their own schedule, wherever they are, in all kinds of ways... Companies that can combine world class content with powerful national and local distribution will have the competitive advantage.”

Leslie Moonves, Chief Executive, CBS

9.00 **MINISTERIAL ADDRESS**

Hon David Cunliffe, Minister of Communications & ICT

9.20 **INTERNATIONAL KEYNOTE: The shift from old age to new age - Will the digital and online world dominate tomorrow's consumer generation?**

The internet has phased in the “digital generation”, resigning what we knew as print media, television and radio, to what we now call “traditional media”. It is still a far cry to claim that this revolution will render traditional media obsolete; in fact, we are seeing the traditional players respond by actively formulating digital or online strategies in recognition of this shift in consumer habits. In the face of all this, we need to further understand the underlying drivers that will potentially make the always-on network the predominant form of communication, interaction, information portal and community interface for tomorrow's consumer generation.

- Understanding the shift from “traditional” to “digital”
- Key drivers and factors that have facilitated the growth of the online world
- Analysing the characteristics of today's digital consumer
- How these factors will shape the way businesses and advertisers think when formulating strategies to engage their customers

Geof Heydon, Director of Innovation & Market Development, Alcatel-Lucent

10.05 **Key global trends in the growth of digital media and content**

This session will highlight the global trends with regards to the ongoing growth in the digital media and content space.

- Technology - The drivers, enablers and facilitators
- Delivery methods - Internet, satellite, mobile networks
- Examining the demand drivers for digital media and content
- What have been the supply side drivers?
- A revolution or evolution? Examining the place of digital media in the bigger picture

Representative from **IDC New Zealand**

10.45 Morning tea

11.00 **The place of digital media and content within a bundled package**

Here, we explore the place of digital media and content in a converging world of products and services, where the lines between the providers, creators and distributors of media become increasingly blurred.

- The convergence of content, services and community
- The “old media” approach
- “New media” approach - Provision of services, creation and servicing of communities
- Opportunities in the new media world

Mark Evans, CEO, Interactive Advertising Bureau NZ

11.45 **Developing and delivering new content for the new generation**

Teenagers watch less and less TV by the day. This alone makes it an uphill battle for any content producer to capture what must be one of the most fickle minded and focus poor audience in today's generation. With a fragmenting audience there has to be other screens and other ways of delivering engaging storytelling content. In this session, the producers of “MyStory”, NZ's first short-form cross-platform drama series,

will talk about their experience with developing, producing and distributing this new content as well as the challenges that comes with delivering new media today.

- Creating “new media” - Is it all that different to traditional media?
- Technical capabilities - Are these the realm of content producers or do we need partners?
- Who benefits?
- Will “new media” cannibalise existing media formats and revenue?

Bevin Linkhorn, Development Executive, Gibson Group

12.30 Lunch

1.30 **CASE STUDY: TVNZ OnDemand**

TVNZ OnDemand has been running for 6 months. Usage has continued to grow rapidly and the content offering has filled out dramatically. The vision for TVNZ is to inspire New Zealanders on all screens - this platform is one step in making that a reality.

- What content is working on the platform?
- What features have been added?
- What is in it for independent producers and film makers?
- How is the commercial model working?
- What is happening around the world?

John Ferguson, Production Manager Interactive, TVNZ

2.15 **Challenges in regulating for digital media, content and telecommunications: Global lessons and the New Zealand context**

- Examining the similarities and differences between broadcasting and telecommunications from a regulatory perspective
- Should media, content and telecommunications be regulated together?
- How will regulation impact on the end user?
- Global examples of regulatory mechanisms for converged services in media, content and telecommunications

Michael Wigley, Principal, Wigley & Company

3.00 Afternoon tea

NEW MEDIA AND THE USER-CENTRIC VIEW

“We don't figure out how things work. We muddle through.”

Steve Krug, Author of “Don't Make Me Think: A Common Sense Approach to Web Usability”

3.20 **“User experience” - Understanding the cliché**

Widely used, hardly understood. Is this the case when it comes to “user experience”? In today's world of educated and demanding consumers, can companies risk the pitfall of “negative experiences” for their users?

- Exploring the “don't make me think” user psyche
- Aesthetics and usability
- What turns the user off?
- Key considerations for positive user experience outcomes
- Examples of good and bad “user experiences”

Che Tamahori, Creative Director, Shift

4.05 **Web 2.0 - How will this impact the content world?**

We live in a world of blogs and forums, of YouTubes and Myspaces, of Wikipedias and Flickrers. User generated content is a buzzword that can't be ignored, and Web2.0 is the platform that will enhance the importance of a community within the online world. Revisiting the question, “Will bloggers spell the end of journalists?”, this session will pose a similar question on the wider context of user generated content vs professionally generated content.

Paul Reynolds, Director, McGovern & Associates

4.50 **Closing remarks from the Chair**

5.00 **End of day one & networking drinks**



9.00 **Opening remarks from the Chair**

 **REACHING TOMORROW'S GENERATION WITH NEW MEDIA ADVERTISING AND MARKETING**

9.10 **How will digital media, content and internet change the face of today's advertising for tomorrow's consumers?**

- Trends to watch - New Zealand based research that paints a very real and dynamic multi-channelled media environment
- A new consumer - In less than a generation, the power has shifted from organisation to individual (and from marketer to consumer)
- Brand response - Media and entertainment convergence situation coupled with the changes to consumer expectations creates communications challenges for brands

Jen Rolfe, GM Digital & Direct, Saatchi & Saatchi

9.55 **Reach for the phone**

Think mobile for your next successful advertising campaign. This session demonstrates local campaigns that successfully used the mobile phone as a communications channel to reach, educate and inform consumers.

Michael Gregg, Interactive Director, Clemenger BBDO

10.40 Morning tea

 **THE IMPACT OF NEW MEDIA ON TRADITIONAL MEDIA**

"Traditional, established content providers will have to adapt and develop new business and monetization models in order to keep revenue streams flowing. The key to success will be identifying new forms of content that can complement their traditional strengths."

Gavin Mann, Digital Media Lead, Media & Entertainment, Accenture

11.00 **The great expansion into the online world**

How has the increasing usage of the internet as a source of news, information and entertainment affected the print media and publishing industry? What are their views as to the future of print media, advertising revenues and the potential ways that they may deal with their information and content in future?

- Is digital media and content a real threat to the print media industry?
- Will the internet become a supplement or the main source of information?
- Bridging the digital divide - Can the industry embrace the use of digital media and content?
- What will digital media and content change for this industry, and what will remain the same?
- The future - Will journalists still exist?

Bernard Hickey, Head of Digital, Fairfax Media

11.45 **New media vs traditional media - Examining shifts in consumption and usage**

5 years ago in California, Yahoo boss Terry Semel criticised the record companies at a technology conference, for being "paralysed" by the threat of online music. The thrust of the criticism was based upon the lack of imagination by record companies to adapt to new media and the evolving distribution models. 5 years on, we again revisit this theme and ask the questions; How has new media impacted on traditional media and what have been the responses to it?

- Examining the shifts in media consumption and behaviour
- How has the distribution of media evolved?
- How have different media groups been impacted by the digital revolution?
- The changing media landscape - Looking into the future

Thomas Scovell, Senior Project Manager, Shift

12.30 Lunch

 **DEVELOPING, DIGITISING AND DELIVERING MEDIA & CONTENT**

"Digital distribution of content will be increasingly important in three to five years with the convergence of computers, TV and home entertainment options... To succeed in this environment you need to innovate and anticipate the needs of the consumer, be willing to take risks and try new things."

Doug Neil, Senior Vice President Digital Marketing, Universal Studios

1.30 **From the studios to homes - How will content be delivered?**

Rob Inskeep will explore the impact of new technologies on how we are informed and entertained at home in the future. Looking at the different distribution models, from originator to end user, Rob investigates the impact of the "home boundary" on the digital world. He discusses where, and with what, content will play out on and poses the question: What is a studio these days anyway?"

Rob Inskeep, Technology Architect - Research & Venturing, Telecom

2.15 **The "Microsoft Home Network" - How digital content will thrive in the home environment**

Much of the buzz around digital media and content has been predicated on the growth of the internet as the dominant medium for the transfer of information. Also, the future of entertainment within homes is envisioned to fuel the need for a unifying device that will control, store and distribute all of these new age media and content. Microsoft, shares with us how it views this future to be.

- What exactly is a "home network"?
- What will the impact of this be on the wider digital media and content space?
- Software vs hardware as the preferred unifying mechanism

Brett Roberts, Director of Innovation, Microsoft

3.00 Afternoon tea

3.20 **CASE STUDY: Mobile Internet: Adding a new dimension to mobile services**

 What will the growth of the mobile internet mean for Vodafone and its customers and what will be the inter-relationship with the online world. Stephen will talk about key global learnings, plus the latest Vodafone market developments and observations.

Stephen Smith, GM Media & Entertainment, Vodafone

4.05 **Controlling content in a seemingly uncontrollable environment**

In a world of P2P sharing and the freedom of information flow on the internet, we see the boundaries of copyright protection tested and blurred. As with all businesses, control is key; but is the concept of control foregone in the world of the internet? Can this seemingly uncontrollable environment be reigned in to make it much more commercially viable?

- Past and current exploitation and distribution models and the threat digital technology poses to them
- Recent responses to P2P technology and piracy
- Future distribution and exploitation models for commercial content, and likely legal measures of protection

Mick Sinclair, Principal, Sinclair Black

4.50 **Closing remarks from the Chair and end of conference**

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