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MAINSTREAMING®

TV: THE BIGGER PICTURE

#BiggerPicture
#DTGSummit

EVENT PROGRAMME

 **DTG**
SUMMIT

Welcome To The Bigger Picture



RICHARD LINDSAY-DAVIES

CEO
DIGITAL TV GROUP

The Bigger Picture... If there's one thing I've learned in my career, it's the importance of seeing the bigger picture and listening to the broader narrative, both of which I am privileged to be party to, thanks to the DTG's unique network.

It is by stepping beyond our bounds, looking over our horizons and thinking outside our silos that we drive excellence, and there is no doubt about the excellence of the UK television sector.

Some see the opportunity change can bring, others may find it destabilising, but the only thing that doesn't change every year at the DTG Summit is the rate at which things are changing.

Last year, the Metaverse and AI were a big part of looking at the Bigger Picture for television, this year, as focus for some swings back to balance sheets, FAST has become the word on everyone's lips.

Even in traditionally less fast-paced quarters, change is in the air. It's been 20

years since the Communications Act, but those winds of change in Westminster are ushering in a new era of legislation with the well-written, substantive and considered 50 clauses, 11 schedules and 138 pages of the Media Bill, along with the Product Security and Telecoms Infrastructure Bill, the Online Safety Bill and the Digital Markets, Competition and Consumers' Bill.

Such far-reaching pieces of legislation do not come around often, so now is the time to help our government shape our future by ensuring they see the Bigger Picture.

The secret to a bright future for our television and digital media will be to capture the benefits of new experiences and business models created by technological change while preserving the brilliance, revenues, resilience and reach of television today.

So, enjoy TV: The Bigger Picture. Sit back or lean forward, look beyond the bounds we all get used to and let's craft the future of TV together.

TV: THE BIGGER PICTURE



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We've been at the heart of the broadcasting industry for nearly 100 years, trusted by broadcast and media brands across the globe.

Now, as the industry evolves, we're innovating to help our customers adapt, compete and grow.

Find out how we're enabling
a switched-on world to flow.
www.arqiva.com

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PROGRAMME OF EVENTS

09.15 - 09.25

THE WELCOME

Welcome to the DTG Summit! Across the day you'll hear from speakers who will help you to spark ideas, create connections and reimagine the future of television.

SPEAKERS

RICHARD LINDSAY-DAVIES
CEO, DIGITAL TV GROUP

SASHA TWINING
TV AND RADIO PRESENTER
BIGGER PICTURE HOST

09.20 - 10.40

THE BIGGER LANDSCAPE: DISRUPTION & OPPORTUNITY

09.20-09.45: Bringing the future into focus: A new world disorder

The pandemic gave organisations a huge boost to their digital journey and kickstarted a number of trends - but which business models and partnerships will win out and how do you craft and accelerate a winning strategy which positively impacts the bottom line? We'll unpack the current landscape and examine how to future-proof your business for the next era of television.

SPEAKER

BEN PAGE
CEO, IPSOS

09.45-10.20: Rethinking Media: Thriving in a competitive landscape

Set against a backdrop of digital transformation and fast changing audience behaviours, the UK's incumbents have an increasing need to be more dynamic and relevant than ever before. As broadcasting and streaming increasingly converge, our panel discuss the critical issues

SPEAKERS

KATE BIGGS
DIRECTOR OF CONTENT, OFCOM

MAGNUS BROOKE
DIRECTOR OF STRATEGY, POLICY AND
REGULATION, ITV

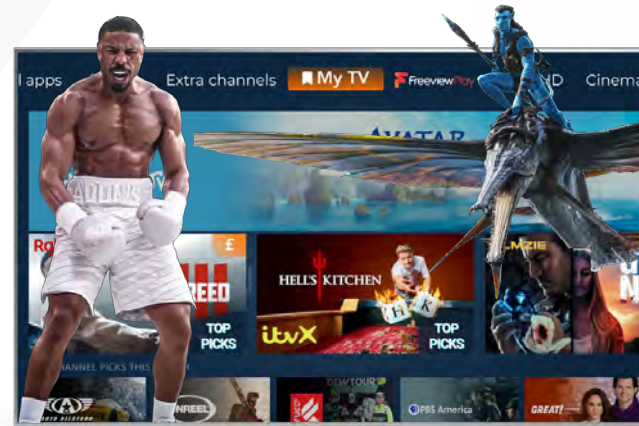
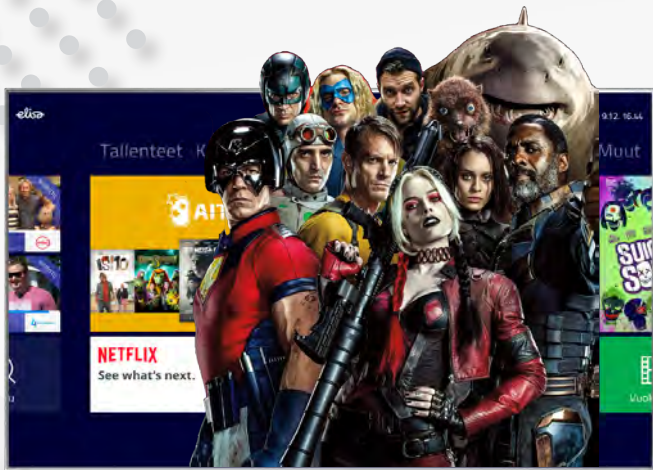
KHALID HAYAT
DIRECTOR OF STRATEGY & CONSUMER INSIGHT, CHANNEL 4

NIGEL WALLEY
MODERATOR. MD AND FOUNDER, DECIPHER

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1996 **2012** + **2015** + **2020** + **2023**

LIVE & RECORDING

VOD & OTT

MULTISCREEN TV

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NEXT-GENERATION
ENTERTAINMENT

**THINK YOU KNOW
WHAT'S NEXT
FOR TV?**

NETGEM
enjoy your connected life



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PROGRAMME OF EVENTS

10.40 - 11.10

COFFEE BREAK

Networking break & opportunity to meet the DTG Summit partners and supporters.

10.20-10.40: Big Picture Fireside Chat: The digital TV landscape

We'll hear thoughts on the current state of the television and streaming ecosystem at large:

- How will the future of television and streaming evolve?
- How will the different services distinguish themselves and attract loyal subscribers?
- What innovations, business models and features will fuel growth in the marketplace?

SPEAKER

GAURAV JANDWANI

EXECUTIVE DIRECTOR, MEDIA AND BROADCAST
ARQIVA

SASHA TWINING

TV AND RADIO PRESENTER
BIGGER PICTURE HOST

11.10 - 12.45

TV'S NEXT BIG ACT

11.10-11.40: In Conversation with Amazon Freevee: Standing out in a cluttered streaming marketplace

With programming spanning all genres and with a mix of acquired content and original productions, Amazon Freevee launched to UK audiences in August 2021. We speak to Lisa Rousseau, Head of Amazon Freevee UK and Shahina O'Mahoney, Head of Licensed Content for Amazon Freevee UK about how the reaction has been since the service launched and how they are engaging with audiences to capitalise on the soaring demand for advertiser-funded streaming. We'll also put the spotlight on how saving Aussie soap Neighbours fits into streamer's content and marketing strategy, the process to save the long-running series and what we can expect from the new Neighbours coming this year.

SPEAKERS

LISA ROUSSEAU

HEAD OF AMAZON FREEVEE UK

SHAHINA O'MAHONEY

HEAD OF LICENCED CONTENT
AMAZON FREEVEE

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PROGRAMME OF EVENTS

11.10 - 12.45

TV'S NEXT BIG ACT

11.40-12.20: The great streaming evolution:
Engagement, retention, growth & beyond

With the goal of turning challenges into opportunities, businesses are experimenting with products, pricing, and value propositions to reduce risk and unlock growth. In this session, we discuss what success looks like and how you measure that. Our leading panel will share how they are developing products and continuously improving the proposition to keep viewers engaged.

SPEAKERS

DAN FINCH

CCO & CO-FOUNDER, SIMPLESTREAM

GARAZI GOIA

MODERATOR AND SENIOR MD, FTI CONSULTING

ALEX KANN

CEO, TOGETHER TV

LYNETTE KEWLEY

DIRECTOR OF COMMERCIAL AND PROPOSITIONS, ITVX

TOM PRICE

CONTENT DISTRIBUTION DIRECTOR, ROKU

12:20-12:45: Big Picture Fireside Chat: Driving growth
in times of disruption

In this conversation, we'll hear Ruth's view of the streaming landscape from an advertising perspective, the resurgence and growth of targeted advertising and we'll tackle some misconceptions around advertising in the TV space.

SPEAKER

RUTH CARTWRIGHT

INVESTMENT DIRECTOR, SKY MEDIA

SASHA TWINING

TV AND RADIO PRESENTER
BIGGER PICTURE HOST

12.45 - 13.45

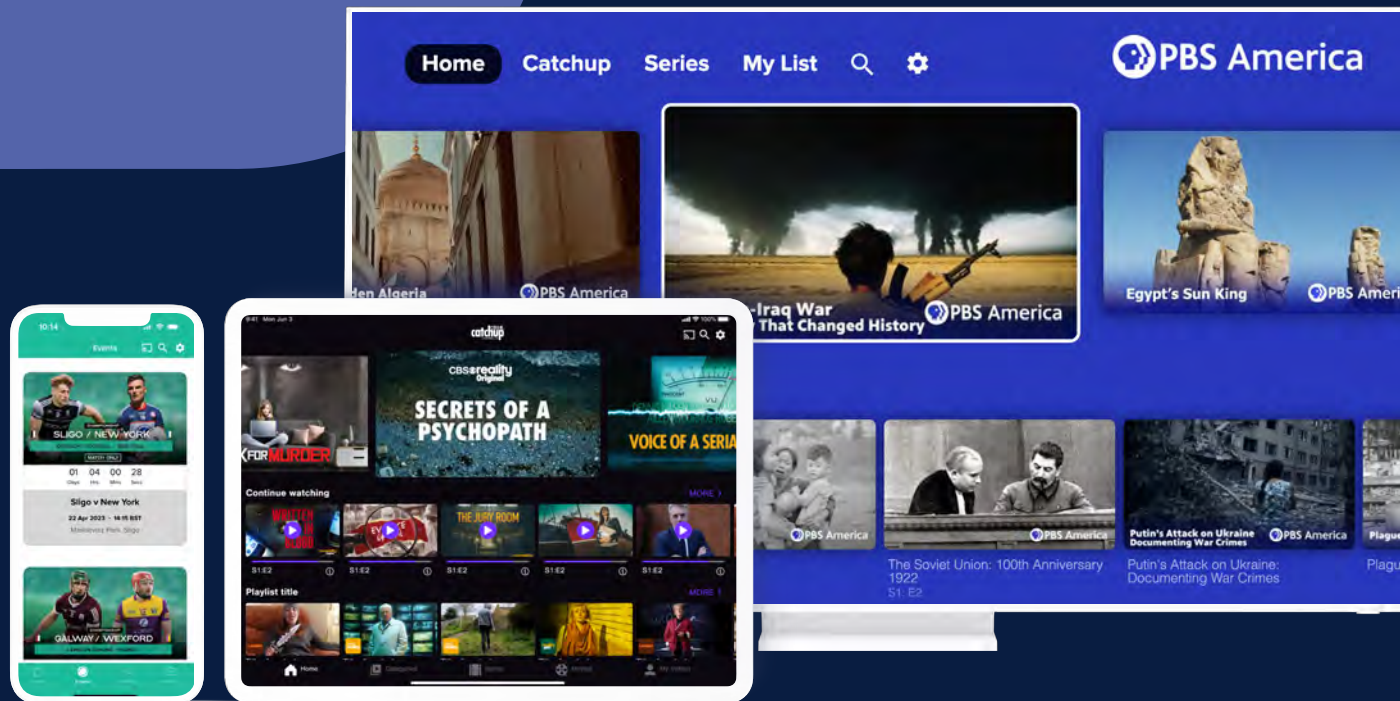
LUNCH BREAK

Grab one of the tasty menu options available,
network with other guests and meet the DTG
Summit partners and supporters.

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PROGRAMME OF EVENTS

13.45 - 15.25

STEP INTO THE FUTURE

13.45-14.30: FAST track to success

Free ad-supported television (FAST) is currently one of the most rapidly-growing spaces in the TV and streaming industry and increasingly businesses are realising the potential of FAST as a lucrative revenue stream.

Do FAST Channels have staying power and are they profitable?

We take a deep dive into the FAST space and hear from the players who have incorporated a FAST strategy into their existing business model. We discuss what the triumphs and challenges have been thus far, what's resonating with viewers and what does it really take to succeed in this market?

SPEAKERS

BEA HEGEDUS

EXECUTIVE MANAGING DIRECTOR, DISTRIBUTION, VICE MEDIA GROUP

RICHARD JAKEMAN

EUROPEAN HEAD OF BUSINESS DEVELOPMENT - SMART TV, MOBILE & GAMING, SAMSUNG

AKHILA KHANNA

VP PARTNERSHIPS & BUSINESS DEVELOPMENT, PARAMOUNT INTERNATIONAL

NATHALIE LETHBRIDGE

MODERATOR AND FOUNDER, ATOKIK DIGITAL

GARY WOOLF

EVP STRATEGIC DEVELOPMENT
ALL3MEDIA INTERNATIONAL

14.30-14.50: A New Age of TV Advertising: The Big Picture

SPEAKER

ANDY JONES

HEAD OF UK SALES, SAMSUNG ADS

14.50-15.25: Going beyond the 30 second ad spot: How advertising is changing to match a new TV culture

The resurgence of ad-supported models as part of premium OTT video has made video advertising a key talking point across the entire industry. This panel explores the latest in ad innovation including new solutions and formats for the streaming era, as well as how to expand the ad-supported TV universe.

SPEAKERS

BHAVIT CHANDRANI

DIRECTOR OF CREATIVE & DIGITAL PARTNERSHIPS, ITV

DAN COHEN

DIRECTOR OF PRODUCT & ADVERTISING INNOVATION
SKY MEDIA

NATHALIE LETHBRIDGE

MODERATOR AND FOUNDER, ATOKIK DIGITAL

JONATHAN LEWIS

HEAD OF COMMERCIAL INNOVATION & PARTNERS,
CHANNEL 4

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- Digital and OTT
- Cross-platform and Targeted Advertising
- Reimagined Content Supply Chain
- Rights Management and Programming



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PROGRAMME OF EVENTS

15.25 - 17.30

STEP INTO THE FUTURE CONT.

15.25 - 15.50

COFFEE BREAK

Networking break & opportunity to meet the DTG Summit partners and supporters.

15.50 - 16.10: Immersive media: Next-gen storytelling and what it means for TV

SPEAKER

DINAH LAMMIMAN

PROFESSOR, IMMERSIVE FACTUAL STORYTELLING, UCL

16.10-16.50: Bigger than the box: Extended fan experiences

Audiences are looking to be part of a fan experience and with a little help from ground-breaking immersive tech, brands can benefit from developing fan engagement strategies which maximise the lifetime value of content. From gaming to in-person immersive experiences, the future is bright.

SPEAKERS

TOM BOWERS

FOUNDER, HYPOTHESIS MEDIA

JO REDFERN

MODERATOR AND STRATEGY CONSULTANT FOR YOUTH MEDIA BRANDS

MATT STAGG

LEADER IN IMMERSIVE SPORT

SYLVAIN THEVENOT

MANAGING DIRECTOR, NETGEM TV

ADIPAT VIRDI

GLOBAL IMMERSIVE STRATEGIST

16.50 - 17.15: Big Picture Fireside Chat: Reaching Gen Z online - creating engaging experiences

How can we get ahead of consumer needs, particularly future generations, so that we are able to inform and entertain the next gen? This conversation with Jeff gives a unique perspective on how companies can remain competitive in the 21st century and delivers provocative insights into evolving consumer behaviours.

SPEAKER

JEFF NATHENSON

MANAGING DIRECTOR, INTERNATIONAL, WHISTLE SPORTS

17.15-17.30: Bigger Picture final thoughts

SPEAKERS

RICHARD LINDSAY-DAVIES

CEO, DIGITAL TV GROUP

SASHA TWINING

TV AND RADIO PRESENTER
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WHAT'S NEXT?

2024

Do you want to be involved in next year's DTG Summit? From identifying the themes and topics to taking to the stage on the day, if you're interested in being part of the Bigger Picture, get in touch.

CONTACTS

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GET IN TOUCH



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