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# TV | THE **BIGGER** PICTURE

#DTGSummit  
#BiggerPicture



# WELCOME

Richard Lindsay-Davies  
CEO, Digital TV Group



Welcome once again to TV: The Bigger Picture, where we explore the ever-evolving landscape of Television, Media, and Technology together.

As the entire sector comes together, it is with a profound appreciation of the importance of seeing beyond our immediate surroundings and embracing the broader narrative that shapes our industry's trajectory.

It is evident that our ability to navigate the complexities of our industry hinges upon our willingness to transcend boundaries and embrace change. From the corridors of Westminster to innovation labs, the echoes of transformation resonate deeply as we understand and apply the implications of landmark legislation and new regulatory frameworks, and the impact of game-changing tech and viewer experiences.

In crafting the future of television and digital media, we must strike a delicate balance between embracing technological innovation and preserving the essence of what makes our industry truly exceptional. It is through this duality that we will unlock the full potential of our industry, capturing the benefits of new experiences and business models while safeguarding the brilliance, resilience, and reach of television today.

This year's programme, and indeed the DTC's mission, is designed not to confront the winds of change sweeping through the media and technology sectors, but to harness and ride them.

Imagine a television landscape where niche passions ignite entire communities, where creators bypass traditional gatekeepers and share their visions directly with the world. Picture a future where stories unfold around you, personalised to your desires, and where interactivity breaks the fourth wall, allowing you to participate in the narrative itself. This isn't science fiction; it's the future of television, mirroring the internet's explosion of diverse content, on-demand access, and immersive experiences. It's a future brimming with opportunity for storytellers and viewers alike, a chance to break free from the constraints of traditional television and dive into a world of infinite possibilities. Get ready to be inspired, because the future of television is brimming with the potential to redefine storytelling and entertainment as we know it.

Sit forward as together we empower this next chapter of television, with no viewer left behind.

Welcome to TV: The Bigger Picture 2024.



EVENT PARTNER

A man with a beard and mustache is wearing white VR goggles and is surrounded by dense, vibrant green tropical foliage. He is looking upwards and to the right, with his right hand reaching out to touch a large, perforated leaf. The scene is brightly lit, emphasizing the textures and colors of the plants.

Encode 3D video in MV-HEVC  
with Ateme.

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**ATEME**

**09.15 - 09.25**

### **WELCOME ADDRESS**

**DAVID MCCLELLAND, TECHNOLOGY REPORTER  
AND PRESENTER**

**RICHARD LINDSAY-DAVIES, CEO, DTG**

**09.25 - 09.35**

### **MINISTERIAL KEYNOTE**

**JULIA LOPEZ MP, MINISTER OF STATE FOR DATA  
AND DIGITAL INFRASTRUCTURE AND MINISTER  
OF STATE FOR MEDIA, TOURISM AND CREATIVE  
INDUSTRIES**

**09.35 - 09.55**

### **THE MEDIA BEAT: TAPPING INTO THE BIG PICTURE TRENDS OF 2024 AND BEYOND**

Despite the surge in digital ad revenues, traditional TV continues to demonstrate resilience, with robust advertising and a flurry of deals, joint ventures, and M&A activity. But what impact does this have on the media ecosystem, and where is it all heading?

Maureen Kerr and Claire Tavernier delve into the heart of the media landscape, providing insightful analysis and commentary on emerging trends, from innovative streaming business models to AI applications.

**MAUREEN KERR, PARTNER, ARTHUR D. LITTLE**

**CLAIRE TAVERNIER, SENIOR MEDIA ADVISOR AND  
CHAIR, THE FILM AND TV CHARITY**

### **LEARN MORE ABOUT OUR SPEAKERS**

If you would like to learn more about  
this year's speakers visit the website

[www.dtgsummit.com](http://www.dtgsummit.com)

## STAY TUNED: WHAT DOES TV REALLY MEAN?

What is the current definition of “TV” and what role will television play in the future? We’ll take a deep dive into new consumer experiences, consumption trends and generational divides.

TOPIC

09.55 - 10.15

## FUTURE PROOF YOUR BUSINESS: WHERE TO INVEST TO CAPTURE YOUNG SPEND AND HOW TO APPEAL ACROSS MULTIPLE GENERATIONS

As the first digital natives, Gen Z have sky-high expectations for personalisation, impeccable customer service and authentic experiences. Their decisions are informed and they are driven by purpose.

This presents challenges, but opportunities too, for those media businesses willing to listen to this influential cohort.

Our speaker shares where they think you should invest to attract this important demographic, sharing their routes to success and lessons they’ve learned by developing innovative, customer-centric and future-proof brands.

**JORDAN SCHWARZENBERGER, CO-FOUNDER, ARCADE MEDIA AND MANAGER, THE SIDEMEN**

10.15 - 10.45

## THE BIGGER PICTURE INTERVIEW

Are you curious about what is keeping senior leaders awake at night and how they prioritise their to do list?

Where do they get their inspiration from and what is their focus for the future?

Join us for a candid chat and hear invaluable insights, experiences, and strategies in navigating the dynamic world of media. Hear how they’re tackling competition, building resilient brands and ensuring customer loyalty.

**HENDRIK MCDERMOTT, MD - EMEA NETWORKS, HAYU & INTERNATIONAL DIRECT-TO-CONSUMER, NBCUNIVERSAL**

**INTERVIEWED BY: DAVID MCCLELLAND, TECHNOLOGY REPORTER AND PRESENTER**

10.45 - 11.15

## NETWORKING BREAK

Networking break and an opportunity to meet the DTC Summit partners and supporters.

## FAIR PLAY: THE FUTURE OF DISTRIBUTION IN THE UK

How will the UK government balance its responsibility for the sector and for viewers?

TOPIC

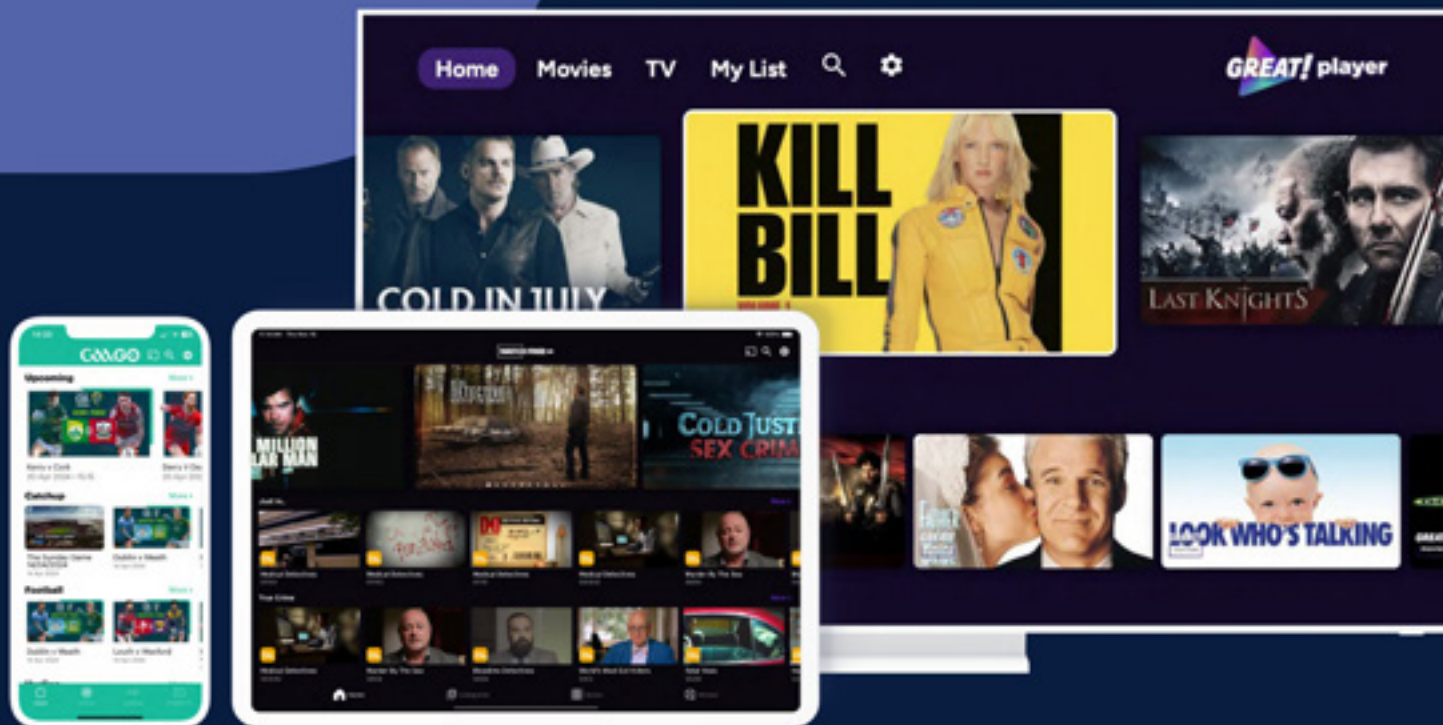
11.15 -11.30

## THE FUTURE OF TV IN A DIGITAL AGE: PROTECTING AND ENHANCING THE MEDIA ECOSYSTEM

In October 2023, the UK's communications regulator, Ofcom, launched a Call for Evidence asking for input on how changing audience habits, in particular the increase in internet-based viewing, will affect the future of TV distribution. It is now preparing a report to Government which will examine the impact of recent market developments, how audiences watch content, and the longer-term impact that internet TV distribution will have on current services and platforms. In this session, we'll explore:

- The initial findings from the call for evidence
- What does universality mean for a fragmented audience?
- What does it mean for digital inclusion?

**YIH-CHOUNG TEH, GROUP DIRECTOR FOR STRATEGY AND RESEARCH, OFCOM**



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PREMIUM CONTENT, LIVE AND ON DEMAND

SIMPLESTREAM

## THE BATTLE OF DISTRIBUTION PLATFORMS: WHERE NEXT?

We examine the tectonic shifts taking place in the worlds of distribution and content

TOPIC

11.30 - 11.40

### FREELY – COLLABORATION FOR THE STREAMING AGE

Jonathan Thompson, Chief Executive, Everyone TV offers insight into the future of free TV with a look at new streaming service, Freely. Jonathan will discuss the landmark collaboration between Britain's public service broadcasters, which enables viewers to stream live and on demand content all in one place, for free. The session will explore changing viewer habits in a rapidly evolving industry, highlighting the need to embrace change and bring a new approach to distribution.

**JONATHAN THOMPSON, CEO, EVERYONE TV**

11.40 - 12.30

### THE NEXT ERA OF "TELEVISION": UNVEILING THE STREAMING FUTURE

With the introduction of ad-supported tiers, password-sharing crackdowns, and major tech advances, the future for streamers promises to be increasingly exciting and dynamic, but which platforms will dominate the so-called streaming wars and what the ecosystem looks like in the future is still up for debate.

In this session, we ask our panellists:

- How does a platform become the go-to choice for a viewer?
- Will there be a cable-like bundle of major streaming services in the future?
- How is the growth of data-led digital advertising and connected TV impacting linear TV?
- As Smart TV's take on the role of curator in the living room, and viewers switch on to a 'choice' screen, what impact will this have on the sector?
- Is FAST a democratiser in the market?
- Is aggregation the answer and who is the master aggregator of the future - are we moving towards a Google of TV?
- Are gaming and live events, including sports and news, the next chapter in the streaming wars?

**LEAH HOOPER ROSA, EVP EMEA STREAMING, WARNER BROS DISCOVERY**

**KERRY BALL, CHIEF COMMERCIAL & STRATEGY OFFICER, BRITBOX**

**MONTY SARHAN, CEO, SKY SHOWTIME**

**MODERATED BY: DAVID MCCLELLAND, SUMMIT HOST**



### 12.30 - 13.30 LUNCH

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

### 13.30 - 14.10 DRIVING NEW REVENUE STREAMS: DIVERSIFICATION AND GROWTH

#### *Ad-supported streaming*

While an AVOD streaming subscription isn't an entirely new thing, many of the key players are solidifying their spot in the ad-supported club by introducing a tier that peppers consumer binges with ads to help with revenue streams. What does the growth of new ad-supported streaming mean for the industry?

#### *Engaging fans and boosting revenue through DTC*

Amongst the areas that have been witnessing growth is D2C. What lessons have been learned over the past year, how are these businesses thinking about the stickiness of their brand and what's their approach to measurement?

#### *The rise of FAST*

We examine FAST's prospects, the impact of FAST channels on the future of television and explore the question, has the market become too saturated?

**KATE DEAN, DIRECT-TO-CONSUMER CONSULTANT**

**JACOB AHLIN, DIGITAL DIRECTOR, NARRATIVE**

**MARCOS MILANEZ, CHIEF CONTENT OFFICER,  
RAKUTEN TV**

**DAN FINCH, CO-FOUNDER & CHIEF COMMERCIAL  
OFFICER, SIMPLESTREAM**

**MODERATED BY: NICOLA MOFFAT, ADVISOR /  
CONSULTANT, VIVEDA CONSULTING**

**DATA, ADVERTISING &  
HUMAN CONNECTION:  
YOU CAN FIND ME, BUT  
DO YOU “GET ME”?**

**TOPIC**

**14.10 - 14.50**

**AUDIENCE-FIRST INNOVATION:  
CREATING A PEOPLE CENTRIC  
PRODUCT**

We go behind the scenes to learn how to use data, design, and ethics to put consumers at the centre of the product experience.

Here's a few topics we'll be exploring:

- Personalisation has come a long way, and while it has room for improvement, it's trending in the right direction: We discuss the road to personalisation in the streaming space
- Mastering the art of crafting products that resonate deeply with consumers
- Building behavioural profiles
- Putting the humanity into data: Connecting the data dots
- The intersection of product, the data and storytelling

**STEVE FORDE, DIRECTOR OF PRODUCT: CORE  
ITVX EXPERIENCE**

**RICHARD HALTON, MANAGING DIRECTOR, ROKU  
UK**

**MARK WITTER, MD, PRODUCT MANAGEMENT, SKY**

**CHRIS VAN DER LINDEN, DIRECTOR  
ENTERTAINMENT PLATFORMS, LIBERTY GLOBAL**

**MODERATED BY: DAVID MCCLELLAND,  
TECHNOLOGY REPORTER AND PRESENTER**

**GET INVOLVED**

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 TV: The Bigger Picture, get in touch.

**WILL PARSONS**  
**MARKETING DIRECTOR**  
[wparsons@dtg.org.uk](mailto:wparsons@dtg.org.uk)

## CONTENT DISCOVERY IN AN “ALL YOU CAN EAT” WORLD OF TELEVISION

Going beyond the transaction, how can we revolutionise the customer experience to help consumers choose, not just give them choice?

TOPIC

14.50 - 15.30

### LEAP FORWARD INTO THE NEXT ITERATION OF CONTENT DISCOVERABILITY

Content is becoming increasingly hard to find and arguably more expensive for the consumer.

In this session, we examine how current content platforms are personalising the way customers connect with the content they love and are offering more ways to discover new content, with ease. We critique where there is room for improvement - including navigation, use of metadata, voice controlled search. And we predict what content discovery mechanisms we'll all be relying on, come 2030.

**JULIE MITCHELMORE, VP DIGITAL, A+E NETWORKS UK**

**ALEXANDRA WALL, HEAD OF STREAMING EDITORIAL, UK & INTERNATIONAL CHANNEL 4**

**OLIVER DAVIES, HEAD OF PRODUCT, SAMSUNG TV PLUS EUROPE, SAMSUNG**

**MODERATED BY: JONATHAN BROUGHTON, RESEARCH DIRECTOR, PLUMRESEARCH**

15.30 - 16.00

### NETWORKING BREAK

Networking break and an opportunity to meet the DTC Summit partners and supporters.

**IMAGINED FUTURES:  
ARE YOU READY TO PUSH  
THE BOUNDARIES?**

**TOPIC**

**16.00 - 16.40  
NEXT GEN VIEWING  
EXPERIENCES: A NEW DAWN**

In this session, we'll examine the key trends in immersive, collaborative and personalised environments.

Whether it's cutting-edge apps immersing viewers in a virtual environment through goggles or the adoption of augmented reality to transform experiences, we'll discuss which technologies are set to make a significant impact on viewers and ultimately have the potential to increase viewer retention and loyalty.

**JAN OUTTERS, DIRECTOR TECHNOLOGY  
& STANDARDS, ATEME**

**PROFESSOR FLORIAN BLOCK, PROFESSOR IN  
INTERACTIVE MEDIA AND DIGITAL CREATIVITY,  
UNIVERSITY OF YORK & DOCK10**

**CRISTINA GOMILA, MANAGING DIRECTOR  
CONTENT TECHNOLOGY & INNOVATION, SKY**

**CYRUS SAIHAN, HEAD OF INTERNATIONAL  
BUSINESS DEVELOPMENT, METAVERSE  
CONTENT PARTNERSHIPS, META**

**MODERATED BY: ADIPAT VIRDI, GLOBAL  
IMMERSIVE STRATEGIST**

**16.40 - 17.20**

### **AI: THE INTELLIGENCE REVOLUTION**

GenAI can have a huge impact on how we make content, access information and synthesise data for great insights and has the potential to reduce the friction between accessing, sharing, and collaborating with information.

In this session, leading tech and media industry experts discuss the big questions:

- Value Creation Vs Value Destruction: How can you reap the benefits and avoid the pitfalls
- Getting the balance between culturally adapting to a new AI economy and not getting sucked into the technology hype
- How can AI amplify and build on the creativity of humans?
- To what extent will AI enable us to create and programme content which is no longer based on demographics like age or location, but on terms such as individual identity?

The M&E industry is only just starting on its journey through a decade of massive change. Are you ready?

**JATIN AYTHORA, DIRECTOR, BBC RESEARCH & DEVELOPMENT, BBC**

**GRACE BOSWOOD, TECHNOLOGY DIRECTOR, CHANNEL 4**

**ANSHUL KAPOOR, HEAD OF MEDIA AND GAMES MARKET DEVELOPMENT, GOOGLE CLOUD GOOGLE UK**

**MODERATED BY: DAVID MCCLELLAND, TECHNOLOGY REPORTER AND PRESENTER**

**17.20 - 17.30**

### **WRAP UP AND CLOSE**

**DAVID MCCLELLAND, TECHNOLOGY REPORTER AND PRESENTER**

**RICHARD LINDSAY-DAVIES, CEO, DTG**

## WORLD LEADER IN AI-POWERED CAPTIONING SOLUTIONS

### WHY AI-MEDIA

AI-Media continuously pushes the boundaries of innovation to tailor our captioning solutions to the market's changing needs & enhance customer satisfaction.

We're excited to unveil two new solutions that will revolutionise the captioning workflow.



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**GET STARTED**

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