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TV | THE BIGGER PICTURE

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SUMMIT

WELCOME

Richard Lindsay-Davies
CEO, Digital TV Group



Welcome to TV: The Bigger Picture 2025 – a pivotal gathering at a defining moment for our industry.

As television continues to evolve in form, function, and value, today's agenda reflects a sector in motion – responding to rapid technological change, shifting audience behaviours, and new legislative landscapes. It is a moment to focus not only on what's next, but on how we get there together.

Over the past year, I've had the privilege of working closely with government and industry leaders on the future of UK television infrastructure – examining how we modernise distribution, preserve universality, and unlock innovation. That work underscores what many in this room already know: we must design a future that delivers for every viewer, across every platform, in every part of the UK.

This Summit brings together the bold thinkers and doers shaping that future – from creators capturing the attention of Gen Z to technologists embedding AI and immersive experiences at the heart of television. You'll hear from those reimagining advertising for the IP age, reengineering viewer journeys, and building a connected media ecosystem that is more intuitive, accessible, and engaging than ever before.

It's clear that the future of television will not be defined by a single technology or platform, but by the power of collaboration – of networks, of ideas, of people. The DTG is proud to sit at the intersection of these forces, championing standards, testing innovation, and convening the conversations that matter.

As you listen, debate, and connect today, I invite you to think big. Because the future we shape now must serve not just the challenges of today – but the opportunities of tomorrow.

Let's build it together.

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AI-Media delivers cutting-edge subtitle and translation solutions that drive accessibility, engagement, and global reach. And with LEXI - our flagship AI-powered subtitling solution - broadcasters and organisations worldwide are making the switch from human subtitling to achieve greater accuracy, speed, and cost-efficiency.

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Build revenue streams



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**STAYING RELEVANT
TO YOUNGER
AUDIENCES**

TOPIC

09.15 - 09.20

WELCOME ADDRESS

**DAVID MCCLELLAND, TECHNOLOGY REPORTER
AND PRESENTER**

RICHARD LINDSAY-DAVIES, CEO, DTG

09.20 - 09.45 | KEYNOTE

**GENERATION DIVIDE: HOW
TECH IS DISRUPTING PEOPLE'S
VALUES AND BEHAVIOURS**

Eliza Filby explores the powerful forces of generational change and how technology is reshaping the values, behaviours, and attitudes of today's audiences. From social media to digital tools, tech is influencing what matters most to each generation, whether it's sustainability, social justice, or digital identity. Eliza delves into how content creators, brands, and broadcasters can engage with different generations—Gen Z, Millennials, Gen X, and Boomers—by crafting messages and experiences that resonate with their evolving needs.

**ELIZA FILBY, HISTORIAN, AUTHOR AND EXPERT
ON GENERATIONAL CHANGES IN SOCIETY**

09.45 - 10.20 | PANEL

**COMMERCIAL STRATEGIES FOR
NEW AUDIENCES: REACHING
VIEWERS WHERE THEY ARE**

With younger audiences consuming content across platforms like YouTube, TikTok, and Instagram, should broadcasters be creating original, digital-first content rather than simply repurposing traditional TV formats? And how can they improve discoverability to connect with Gen Z on their terms?

What is the long-term vision and plan for a digital future? We look at examples of broadcasters adapting to the digital-first landscape and innovative approaches to audience engagement.

Industry leaders will debate the urgency of TV's digital transformation and discuss how broadcasters can evolve in content creation, distribution, and monetisation to stay competitive in a rapidly changing media environment.

TOBY CAMERON, FOUNDER, ON PAR

**FIONA CAMPBELL, CONTROLLER, YOUTH
AUDIENCE, BBC IPLAYER & BBC THREE, BBC**

RUSSELL PERT, GROUP DIRECTOR, META

**MODERATOR: SAM BARCROFT, FOUNDER,
CREATORVILLE**

10.20 - 10.45 | BIGGER PICTURE **BREAKING OTT: HOW INSIDE TOOK OVER NETFLIX IN JUST ONE MONTH**

In a world where attention is currency, INSIDE did what few shows can—capturing a global audience and launching a cultural moment in just one month. With a rapid daily release format and a cast blending influencers, athletes, and viral stars, Season 2 of INSIDE broke the rules of traditional commissioning and distribution.

In this behind-the-scenes conversation, Jordan Schwarzenberger sits down with Victor Bengtsson, Managing Director of Sidemen Entertainment, to unpack how a YouTube-born brand cracked the Netflix code. From creative strategy and production challenges to platform partnerships and creator-led IP, this is the real story behind one of streaming's most talked-about successes.

Expect insights on:

- Rewriting viewer behaviour through fast-paced content
- Building global buzz through platform partnerships
- Balancing authenticity with entertainment at scale
- What's next for Sidemen—and for creator-first storytelling on global platforms

**JORDAN SCHWARZENBERGER, CO-FOUNDER,
ARCADE**

**VICTOR BENGTSSON, MANAGING DIRECTOR,
SIDEMEN ENTERTAINMENT**

10.45 - 11.15 | CASE STUDY **THE RISE AND RISE OF BLUEY: SUPERCHARGING A FAN ENGAGEMENT STRATEGY**

Step inside the world of Bluey and discover the secrets behind one of the most powerful fan engagement strategies in children's television.

In this exclusive behind-the-scenes session, we'll explore how the brand's digital presence has been expertly crafted—from platform strategy to storytelling—building a global community of passionate fans. We'll also look ahead to 2025, as BBC Studios expands social-first original content featuring A-list talent, top creators, exciting brand partnerships, and new digital series set to take Bluey even further.

**JASMINE DAWSON, SENIOR VICE PRESIDENT,
DIGITAL, GLOBAL BRANDS & LICENSING, BBC
STUDIOS**

**ANAIS GONZALEZ ESPINOSA, DIGITAL
COMMERCIAL & PARTNERSHIPS DIRECTOR, BBC
STUDIOS**

11.15 - 11.45 **NETWORKING BREAK**

COMMERCIAL
INNOVATION

TOPIC

11.45 - 12.15 | INTERVIEW
**FAST FORWARD: DRIVING
CHANNEL 4'S COMMERCIAL
INNOVATION**

Rak Patel, Channel 4's newly appointed chief commercial officer, brings a fresh, digital-first perspective to the table, drawing from his extensive experience at Spotify to accelerate the network's commercial growth. In this high-energy session, Rak will unveil his vision for Channel 4's commercial operations, focusing on a seamless transition from linear to digital while maximising advertising revenue. You'll hear how Rak plans to leverage digital opportunities, cultivate key client and agency relationships, and explore the unique power of TV for both advertisers and viewers at a time of fears over misinformation and apathy.

**RAK PATEL, CHIEF COMMERCIAL OFFICER,
CHANNEL 4**

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

**LEARN MORE ABOUT
OUR SPEAKERS**

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

12.15 - 12.50 | PANEL

THE BIG AD SHIFT: ALIGNING MINDSETS, METRICS & MEDIA

TV advertising is at a turning point. As the shift from linear to addressable accelerates in an IP-first world, the industry faces a critical challenge: how to align traditional strengths with new expectations. What are the opportunities for convergence, and how can we bring these two worlds together to ensure a seamless and effective future for TV advertising?

Broadcasters, agencies, and advertisers must collaborate to navigate this transition—ensuring that the power of TV is not only preserved but enhanced in an addressable, data-driven landscape. But what does true collaboration look like in practice? And how do we bridge the gap between legacy models and new digital opportunities?

There is also a deeply ingrained perception of what TV delivers for advertising. How do we challenge traditional mindsets, redefine TV's role in the media mix, and get buyers to think differently about TV's effectiveness in a fragmented viewing landscape?

At the same time, as digital ad volume grows and concerns around audience fatigue and market saturation increase, how do we balance innovation with long-term sustainability?

This session is a call to realign how we think, measure, and spend.

ANITA CARAS, INTERNATIONAL VICE PRESIDENT OF INSIGHTS AND MEASUREMENT, TEADS

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

RHYS MCLACHLAN, DIRECTOR OF ADVANCED ADVERTISING, ITV

MODERATED BY: JAMIE WEST, BOARD ADVISOR AND INVESTOR, INNOV8 TV

12.50 - 14.00

LUNCH

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

EVENT PARTNER

A man with a beard and long hair is wearing white VR goggles. He is in a lush green jungle environment, surrounded by large, vibrant green leaves. He is reaching out with his right hand to touch a leaf. The scene is captured in a 3D perspective, giving it a sense of depth and immersion.

Encode 3D video in MV-HEVC
with Ateme.

www.ateme.com

ATEME

**LEGACY VS. INNOVATION:
BUILDING FOR THE
FUTURE**

TOPIC

**14.00 - 14.30 | FIRESIDE CHAT
CLUTCH CONTROL: PROTECTING
LINEAR, PROPELLING
STREAMING**

In spring 2025, Channel 5 is set to relaunch as My5, uniting its linear, streaming, and digital platforms under a single, modernised brand. In this fireside chat, Sarah Rose, President of Channel 5 and UK Regional Lead at Paramount, will reveal the strategy behind the transformation. We'll explore how the network is balancing its rich legacy with the need for innovation, and how it's creating a seamless, cross-platform experience that resonates with both loyal viewers and new audiences.

The session will dive deep into the challenges of evolving a traditional broadcast brand without alienating existing fans, and how My5 plans to adapt to changing viewing habits across linear, streaming, and digital. With insights from Sarah, we'll gain a unique perspective on the future of media, and what other networks can learn from Channel 5's bold reinvention in a rapidly shifting landscape.

**SARAH ROSE, PRESIDENT OF CHANNEL 5 AND UK
REGIONAL LEAD AT PARAMOUNT**

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

**14.30 - 14.35
MINISTERIAL ADDRESS**

**STEPHANIE PEACOCK MP, MINISTER FOR SPORT,
MEDIA, CIVIL SOCIETY AND YOUTH**

EVENT PARTNER



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14.35 - 15.05 | PANEL

UNLOCKING THE POTENTIAL OF IP-TV FOR AUDIENCES

Simplified, intuitive design will be essential to making the shift to IP truly seamless. It will be key in creating experiences that are not just 'as good as' linear, but enhanced with richer features, greater accessibility, and a more tailored viewing experience for all.

During this session, we'll uncover key challenges and opportunities in creating an inclusive and engaging TV experience for everyone. The transition to IP has the potential to unlock new capabilities in advertising, AI, personalisation, and accessibility, but success depends on ensuring no viewer is left behind during the move.

We'll also explore how IP delivery can drive innovation – from tailored content experiences to advanced accessibility features like voice control and adaptive interfaces.

How do we navigate this shift while delivering both commercial and consumer benefits? And what work still needs to be done? Join us to find out.

**JON DUCKER, HEAD OF PRODUCT MANAGEMENT,
VIRGIN MEDIA O2**

**EMMA MAIER, BEHAVIOURAL SCIENCE LEAD,
I2MEDIA**

**SARAH MILTON, JOINT CHIEF PRODUCT OFFICER,
FREELY**

**MODERATED BY: RICHARD LINDSAY DAVIES, CEO,
DTG**

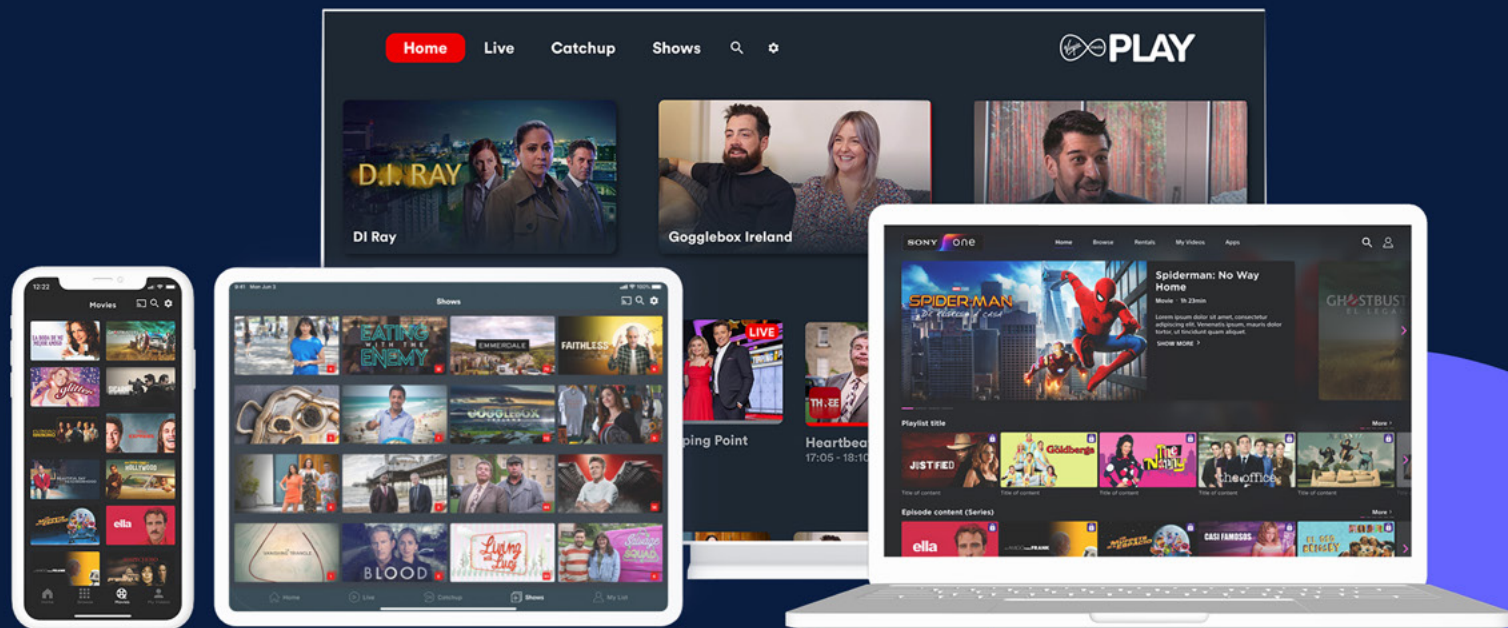


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SIMPLESTREAM



TV NAVIGATION AND
INTERFACES

TOPIC

15.05 - 15.35 | PANEL

**BEYOND THE SCREEN: HOW
INNOVATIVE USER EXPERIENCES
ARE POWERING THE FUTURE OF
TV**

As consumer behaviours evolve, streaming platforms and broadcasters must rethink how they connect with audiences. In this session, we explore how immersive technology, advanced advertising, and dynamic content interfaces are transforming the TV experience - making it more intuitive, engaging, and commercially powerful.

We'll discuss:

The next generation of advertising: How data-driven, consumer-centric advertising models are reshaping viewer engagement

Commerce meets content: The rise of shoppable TV and how integrating commerce into viewing experiences is unlocking new opportunities for monetisation, personalisation, and viewer interaction.

Immersive innovation: How technologies like VR, AR, and mixed reality are moving TV beyond the flat screen and into new dimensions of experience

Building future-proof user experiences: What the next wave of streaming services can learn from gaming, social apps, and immersive platforms to enhance discovery, surface relevant content, and drive deeper engagement.

PETER EFFENBERG, FOUNDER & CEO, JAY

**RICHARD NOCKLES, CREATIVE DIRECTOR, SKY
IMMERSIVE**

**JAYESH RAJDEV, CONTROLLER OF ADVANCED
ADVERTISING, ITV**

**MODERATED BY: PROFESSOR LIZ EVANS,
PROFESSOR OF SCREEN CULTURES, UNIVERSITY
OF NOTTINGHAM**

15.35 - 16.00

NETWORKING BREAK



Connect a bigger audience

Synamedia is your key to connecting a bigger audience, with world class streaming solutions powered by innovative technologies and smarter insights



Find out more at synamedia.com



**THE TECH SHAPING
MEDIA'S BIG PICTURE
FUTURE**

TOPIC

**16.00 - 16.30 | BIGGER PICTURE
LESSONS FROM THE FRONTLINES
OF AI: FROM HYPE TO REALITY
IN MEDIA**

AI is rewriting the rules of the media industry, and this session will take you to the heart of the action. From reimagining video production to changing how we capture and keep consumer attention, AI is shaking things up in ways we never saw coming. Jamie Vickers takes a deep dive into what's actually happening in media companies right now—what's working, what's not, and what we've learned from those already implementing AI.

But it's not just about where we are today. We'll dig into the journey—how we got here, the lessons we've learned along the way, and where AI in the media is headed. Plus, we'll focus on how to make the shift from opportunistic efforts to a truly AI-enabled organisation.

Expect a practical, no-nonsense exploration of what's changing, what's next, and how you can navigate the AI-driven future with confidence.

**JAMIE VICKERS, ASSOCIATE PARTNER, MCKINSEY
& COMPANY AND QUANTUMBLACK**

**16.30 - 17.00 | PANEL
THE FUTURE VIEWING
EXPERIENCE: AUDIENCE-FIRST
INNOVATION**

As technology continues to evolve, so too does the way audiences engage with content. This session looks ahead to the next generation of viewing experiences—where personalisation, interactivity, and immersion redefine what it means to watch, listen, and participate. AI is no longer just powering backend processes—it's reshaping how stories are told, how content is surfaced, and how deeply audiences connect. From hyper-personalised recommendations to AI-assisted storytelling, what role will this technology play in enhancing emotional impact, authenticity, and trust? At the same time, immersive technologies like VR, AR, and holography are poised to take storytelling into new dimensions. But can they truly transform the living room experience—or are they still looking for their breakout moment?

This session explores what's next for audiences: How will we watch? What will we expect? And which innovations will truly shape the future of media consumption?

Expect bold thinking, candid debate, and a glimpse into the connected, immersive, AI-enabled future of viewing.

GUY GADNEY, CEO, CHARISMATIC AI

SALLY NELSON, DIRECTOR OF INTERNATIONAL PRODUCT, ROKU

JAN OUTTERS, DIRECTOR, TECHNOLOGY & STANDARDS, ATEME

MODERATED BY: MAUREEN KERR, PARTNER, ARTHUR D LITTLE

17.00 - 17.25 | CLOSING KEYNOTE IN CONVERSATION WITH SIR MARTIN SORRELL

SIR MARTIN SORRELL, CHAIRMAN OF THE BOARD OF DIRECTORS, S4 CAPITAL

INTERVIEWED BY: DAVID MCCLELLAND, TECHNOLOGY REPORTER AND PRESENTER

17.25 - 17.30 WRAP UP AND CLOSE

DAVID MCCLELLAND, TECHNOLOGY REPORTER AND PRESENTER

RICHARD LINDSAY-DAVIES, CEO, DTG

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