



## THE BSAC HYPOTHETICALS – LAUNCH EVENT

### DISRUPTERTHON: WHAT HAPPENS IN A POST BROADCASTING AGE?

**8.30am – 2pm, Tuesday, 5 February 2013**  
**RBS, 250 Bishopsgate, London, EC2M 4AA.**

Participants	Invited participants - 75 senior policymakers and executives from the audiovisual industries, including television, advertising, film and new media.
Format:	High level, interactive and participative morning seminar with buffet lunch.
Purpose:	To secure a better understanding of the future. To offer comfort in the notion that if you understand this you will do better. An event for the intellectually curious.
8.30 – 9.00am	<b>Registration and coffee</b>
9.00 – 9.10am	<b>Why We are Here and Ground Rules</b>  Facilitators: Mark Selby and Adam Singer
9.10 – 9.25am	<b>Lessons from Music Industry. What Are the Pitfalls for TV?</b>  Claire Enders, Enders Analysis
9.25 – 10.15am	<b>The Transformative Nature of Technology</b>  Jon Gisby, Magine Anthony Rose, Cofounder & Chief Technology Officer, Zeebox Iain Dendle, Business Development Director, Shazam
10.15- 10.30am	<b>How will Advertisers Respond to the Adoption of New Technologies?</b>  Jakob Nielsen, Managing Director Interaction, Group M

10.30 – 10.45am **On What Basis are Investments Being Made in Creative and Digital Businesses?**

Ian Armitage, Chairman, HG Capital

10.45 - 11.10am **COFFEE**

11.10 – 11.30am **Keynote: David Abraham, CEO, Channel Four**

**A Vision: How Advertising will Change as a Means to Fund Content.**

11.35am – 1.00pm **The Disruption of TV Economics**

Everyone present to participate in 'fishbowl' debate. Themes to be explored include: fragmentation and loss of revenues, production funding, choices for advertisers and brands, industry structures, use of data and other issues raised by the presentations.

1.00 – 2.00pm **Buffet lunch**