



BSAC FILM CONFERENCE 2014

“Exploring the blurring boundaries between film and other content”

The Royal Institution
21 Albemarle Street, London, W1S 4BS

Tuesday, 8 April 2014

Sponsored by

TimeWarner

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| 8.30-8.45am | Registration and Coffee |
| 8.45-9.00am | Chair's Welcome and Introduction
Marc Samuelson , Conference Chair and Deputy Chairman, BSAC |
| 9.00-9.25am | Movie Market Update
Ben Keen , Chief Analyst and Vice President, Media, IHS |
| 9.25-10.15am | Keynote Conversation
Jane Tranter , Head of BBC Worldwide Productions and Adjacent Productions
<i>in conversation with</i> Jane Lighting , Non-Executive Director, Trinity Mirror |
| 10.15-10.40am | Coffee break |

10.40-11.30am

Event Cinema

Chair: **Michael Gubbins**, Partner, SampoMedia and Chair, Film Agency for Wales

Marc Allenby, Director of Distribution, Picturehouse
Christine Costello, MD and Co-Founder, More2Screen
Emma Keith, Producer, Broadcast and Digital, National Theatre Live

11.30am-12.05pm

Branded Content

Chair: **Ajay Chowdhury**, CEO, Seatwave and Deputy Chairman, BSAC

James Abraham, Digital Strategy Director, Sunset+Vine
Digby Lewis, Head of Multiplatform, Gravity Road

12.05-12.20pm

Serge Hayat, DG, Cinemage

12.20-12.50pm

Muriel Joly, Head of Business Development, Under the Milky Way

Peter Gerard, CEO and Founder, Distrify

12.50-1.45pm

Lunch

1.45-2.40pm

The Battle For Attention: What Are People Watching?

Chair: **Adam Singer**, Chairman, BSAC

Presentation: **Mike Shaw**, Vice President, Media, comScore

Vanessa Bakewell, Head of Entertainment, Facebook
Edward Humphrey, Digital Director, BFI
Chris Ratcliff, MD, Portland TV
Stuart Saw, Director, EMEA, Twitch

2.40-3.30pm

Gravity: A British Success Story

William Sargent, CEO, Framestore

Josh Berger, President and MD, Warner Bros. UK, Ireland and Spain

3.30pm

Close