




JACKIE LEE-JOE
Chief Marketing Officer
BBC Worldwide (UK)



PAUL ANDERSON
Chief Executive Officer
Network Ten



KATRINA CRAIGWELL
Vice President, Global
Marketing Innovation
GE Digital (USA)




CLIVE DICKENS
Chief Digital Officer
Seven West Media




FRANCESCA DONNER
Director, Gender Initiative
The New York Times (USA)



MATT ROWLEY
Chief Revenue Officer
Fairfax Media



ZAHRA RASOOL
Editorial Lead - Contrast VR
Al Jazeera Digital (USA)




PARRY RAVINDRANATHAN
President & Managing
Director - International
Bloomberg Media

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27 & 28 FEBRUARY 2018 • INTERCONTINENTAL, SYDNEY
MEDIA UNBOUND




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Managing Director
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LOUISE HERRON AM
Chief Executive Officer
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Cricket Australia



MARINA GO
Chair, NED,
Author, Mentor



DELIA RICKARD
Deputy Chair
ACCC



JACQUI FEENEY
Managing Director
**Fox Networks Group
Australia & New Zealand**



MYKI SLONIM
Managing Director
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Head of eCom Marketing
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CHRIS HARVEY
Director, Group
Strategy & Data
Foxtel



BEN RICHARDSON
Senior Vice President
& General Manager
**Viacom International
Media Networks
Australia and
New Zealand**



PIPPA LEARY
Commercial Director
- Digital Sales
Nine Entertainment Co.



ALASTAIR MCKINNON
Head of Content
Investment & Planning
**Australian Broadcasting
Corporation**



ED HARRISON
Chief Executive Officer
Yahoo7



STEPHEN HUNT
Managing Director of
Emerging Technology
and Media
Universal Music Group



BRIAN GALLAGHER
Chief Sales Officer
SCA



SIMON CRERAR
Australia Editor
Buzzfeed



JOHN MISKELLY
Chief Digital Officer
GroupM



JEREMY HINTON
Xbox Business Lead, Asia
Microsoft



GEOFF IKIN
General Manager,
Global Media & PR
Tourism Australia



JOAN WARNER
Chief Executive Officer
Commercial Radio



JULIAN DELANY
Managing Director
News Digital Networks



BRIDGET FAIR
Chief Executive Officer
Free TV Australia

MEDIA UNBOUND

27 & 28 FEBRUARY · 2018

INTERCONTINENTAL
SYDNEY

THE EXPERIENCE

In the borderless digital world, the pursuit of innovation and relevance is transforming the speed, scale and impact of consumer interactions with media in all its forms.

The boundaries of content have been shattered by new platforms, audiences and influencers, threatening traditional models yet opening up limitless opportunities for media businesses and brands.

As organisations vie for growth and competitive advantage in an ever more complex and crowded media landscape, the Business of Media Summit equips leaders with the vision, strategy and leadership tactics to shape and sustain the success of their media business.

Join executives from across the entire media spectrum – television, film, radio, music, games and publishing, as well as brand and agency stakeholders, technology suppliers, regulators and investors – as they uncover the models and strategies determining growth and resilience in 2018 and beyond.

"The content was amazing, the presenters were brilliant... I really enjoyed the event and have already recommended it"

THE ADVANTAGE

The Business of Media Summit is an event like no other, a unique opportunity that congregates high-profile stakeholders from Australia's media, entertainment, content and advertising sectors. This strategic event is your guide to media change, reform and innovation

UNCOVER

What it takes to be a real game changer and powerhouse in media today

LEARN

How new industry paradigms are transforming media business models

BE INSPIRED

By the most distinguished local and international masters of media

EXPLORE

The latest methods to engage consumers and keep pace with digital disruption

DISCUSS

The strengths and limitations of emerging and established forms of media

NETWORK

In the ideal professional environment with the best minds in media

DETERMINE

What the future holds for media

YOUR PASS

- 2 Powerful days
- Executive learning agenda
- 35+ industry speakers
- 200+ executives
- 5-Star networking environment

DEMONSTRATE LEADERSHIP

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CONTACT

ANGEL GOMEZ

Commercial Manager

angelg@cmgroup.com.au
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8:30	Registration, Refreshments & Networking	
9:00	Opening Remarks from the Chairman	MARINA GO Chair, NED, Author, Mentor
9:05	Global Keynote Reaching the Consumer in the New Era of Entertainment	JACKIE LEE-JOE Chief Marketing Officer BBC Worldwide (UK)
9:40	Outlook Session The New Momentum of Media: Pressures, Priorities and Emerging Opportunities In an age where today's trends become yesterday's news and the outlook for the media industry is increasingly hard to predict, leaders are faced with a new mandate: converting uncertainty into opportunity. What kinds of competitive forces are challenging the structure and reputation of the media industry in 2018–19, and how are executives responding? What developments in media policy and reform are likely to have the most impact on the industry, and why are these changes unfolding? How can regulators and stakeholders support the development and distribution of Australian media both at home and globally?	JOAN WARNER Chief Executive Officer Commercial Radio MIKE SNEESBY Chief Executive Officer Stan BRIDGET FAIR Chief Executive Officer Free TV Australia
10:30	Morning Refreshments & Networking	
11:05	Partner Keynote The Future of TV	ALLEN KLOSOWSKI VP Advanced Solutions Group SpotX
11:35	Consumer Session Consumers at the Core: Meeting and Exceeding Audience Expectations As the demands and expectations of consumers continue to stretch media innovation to new heights, leaders are revitalising business models, product offerings and digital strategy to engage more individuals and communities in more powerful ways. What are the ongoing opportunities and challenges shaped by consumption trends including a surge in user control, cord cutting, and the time spent on mobile, social and digital media? How are media organisations addressing the hyper-fragmentation and re-aggregation of consumer behaviour across devices and channels? In the race to make media resonate with Millennials and Centennials, how are the wants and needs of these and other generations being listened to and addressed?	NICOLE MCINNES Head of eCom Marketing WooliesX MATT ROWLEY Chief Revenue Officer Fairfax Media JEREMY HINTON Xbox Business Lead, Asia Microsoft MYKI SLONIM Managing Director Vice Australia
12:25	International Keynote Interview How Publishers Still Carve Out Valuable, Lasting Businesses in the Platform Era	PARRY RAVINDRANATHAN President & Managing Director - International Bloomberg Media
13:00	Lunch & Networking	
13:50	National Keynote Digitally Transforming an Icon	LOUISE HERRON AM Chief Executive Officer Sydney Opera House
14:15	Content Session From Views to Value? Content, Cravings and Connection in a World of Constant Distraction Faced with pressures to generate unique, convenient and viral content, media today can be a battleground where quality information competes with noise, where attention is a rare commodity and where consumers fight back through social and democratised content. What does it take to make content truly stand out in 2018? How are organisations defining – and refining – their understanding of audience engagement? What have leaders learnt from the successes and limitations of their in-house content, external content partnerships and strategies to monetise content? As more organisations pursue viral content, how are leaders approaching the quality, veracity and integrity of the media and its role in wider society?	ADRIAN SWIFT Head of Content, Production and Development Nine Entertainment Co JACQUI FEENEY Managing Director Fox Networks Group Australia & New Zealand BEN RICHARDSON Senior Vice President & General Manager Viacom International Media Networks Australia & New Zealand CLIVE DICKENS Chief Digital Officer Seven West Media
15:05	International Keynote How Publishers Still Carve Out Valuable, Lasting Businesses in the Platform Era	DELIA RICKARD Deputy Chairman ACCC
15:30	Afternoon Refreshments & Networking	
16:00	Technology and Data Session Media Updated: The Practical and Magical Effects of Technology and Data From efficiency through to scale and impact, technology and data hold the promise to convert ideas into innovation, revenue and reach. What kinds of cutting-edge technologies have media businesses implemented, what have been the results and challenges so far? How is data being collected and interpreted in ways that are valuable and meaningful for consumers, advertisers and other media stakeholders? In what ways are data systems and analytics impacting day-to-day operations and providing insights that can be harnessed across the enterprise? How are leaders integrating technology, data and digital strategy with broader strategic planning?	CHRIS HARVEY Director, Group Strategy & Data Foxtel BEN WISE Digital Content Manager Cricket Australia STEPHEN HUNT Managing Director of Emerging Technology and Media Universal Music Group ZAHRA RASOOL Editorial Lead - Contrast VR Al Jazeera Digital (USA)
16:50	Keynote Leveraging Partnerships to Augment VR Storytelling Contrast VR, Al Jazeera's new immersive studio, transports viewers to the people and cultures hit hardest by inequality and conflict. The studio has used 360-degree video, virtual reality (VR) and augmented reality (AR) to cover pressing issues – from Rohingya refugees in Bangladesh to the effects of oil spills in the Niger Delta – but it hasn't done so alone. Contrast VR often partners with external organizations and brands that align with the studio's editorial mission, and that are open to improving storytelling through emerging technologies. Zahra Rasool, Editorial Lead at Contrast VR, will detail how the studio leverages partnerships and sponsored content to produce innovative, high-value journalism.	ZAHRA RASOOL Editorial Lead - Contrast VR Al Jazeera Digital (USA)
17:25	Closing Remarks from the Chairman	MARINA GO Chair, NED, Author, Mentor
17:30	Networking Drinks Reception	

8:40 Registration, Refreshments & Networking

9:00 Opening Remarks from the Chairman

MARINA GO
Chair, NED, Author, Mentor9:05 **International Keynote**
Truth, Transparency & Trust in the Media**FRANCESCA DONNER**
Director, Gender Initiative
The New York Times (USA)9:40 **Change Session**
Resilient, Ready and Responsive: Leading and Adapting to Change in the Media Landscape

Navigating brand identity, efficiency, growth and sustainability is generating fresh approaches to change management within and between media organisations. How are leaders evaluating the strengths and weaknesses of direct and off-platform distribution models? In what ways can organisations convert the growing tide of participatory media, bloggers and social influencers into new opportunities? How are internal enterprise structures adapting to industry change and expectations around cross-functionality? What can established organisations learn from start-ups and new media about optimising the resources, impact and outcomes of media strategy?

BRIAN GALLAGHER
Chief Sales Officer SCA
DAVID ANDERSON
Director of Television ABC
PATRICK HORAN
Managing Editor (Digital) Cricket Australia
ED HARRISON
Chief Executive Officer Yahoo710:30 **National Keynote**
Corporate Connections: An Opportunity for Authenticity**SUZY NICOLETTI**
Managing Director
Twitter Australia

11:05 Morning Refreshments & Networking

11:40 **Platinum Keynote**
The Science of Popularity

Parrot Analytics' industry standard for measuring global audience demand for TV content results in better decision making: Learn how Australians discover new TV shows, what the most popular series are in Australia, including SVOD, which genres are most in-demand and how local viewing preferences differ to those of global audiences.

WARED SEGER
Chief Executive Officer
Parrot Analytics12:05 **Activation Session**
Precise Targeting and Optimal Messaging: A Roadmap to Results from Media Activation

As native and programmatic advertising, artificial intelligence and other developments reconfigure the consumer messaging landscape, leaders are finding new ways to adapt and strengthen media revenue models. How do personalisation and programmatic advertisements really impact consumer trust and user experience? In what ways are leaders connecting metrics such as clicks, shares and viewing time with business outcomes? How is the media industry addressing issues around viewability, adblocking, ad fraud and the flight of ad revenue to social and search giants? In an age of growing reliance upon peer approval, how are marketers communicating effectively with both individuals and communities to maximise reach, revenue and influence?

PIPPA LEARY
Commercial Director - Digital Sales
Nine Entertainment Co.
JOHN MISKELLY
Chief Digital Officer GroupM
GEOFF IKIN
General Manager, Global Media and PR Tourism Australia
JULIAN DELANY
Managing Director News Digital Networks

12:55 Lunch & Networking

14:00 **Keynote Interview**
The Changing Australian Media Landscape**PAUL ANDERSON**
Chief Executive Officer Network Ten14:35 **Future Session**
Inventive, Agile and Proactive: Unlocking a Vibrant Future for Media

Fuelled by new trends, technology and talent, the future of media holds vast potential for those who are prepared to seize upon – and shape – the opportunities of innovation. How will media innovators continue to redefine the nature of media and its impacts on society? In what ways are media leaders helping their organisations to plan for the future and cultivate sustainable long-term growth? Amid the hype and scepticism of a “post-truth” world, how will media brands win and maintain consumer trust and loyalty?

SIMON CRERAR
Australia Editor Buzzfeed
ERROL PARKER
Editor at Large The Betoota Advocate
MARSHALL HEALD
Director TV & Online Content SBS15:40 **Visionary Keynote**
Beyond Innovation: Unleashing a Digital Revolution**KATRINA CRAIGWELL**
Vice President, Global Marketing
Innovation GE Digital (USA)

16:10 Closing Remarks from the Chairman

MARINA GO
Chair, NED, Author, Mentor

16:15 Close of Summit

REGISTRATION FEES

Media Executives: 1-2 Delegates

\$2200 +GST

Media Executives: 3-5 Delegates (10% off)

\$1980 +GST

Media Executives: 6-9 Delegates (20% off)

\$1760 +GST

Media Executives: 10+ Delegates (30% off)

\$1540 +GST

Service Provider* (Limited to 1 delegate)

\$3630 +GST

* **Service Provider:** This option is for service providers to Media Executives: Service providers may only have one representative at the event and must submit an online application for internal review.

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VENUE

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ACCOMODATION

To make a booking, contact reservations directly on **+61 (2) 9253 9000** or **sydney@interconsydney.com**

TERMS & CONDITIONS

Delegate Package • Delegate Pass includes access to all sessions, refreshment breaks, networking lunches, networking drinks reception, and access to speaker presentations. **Please note:** not all speakers choose to provide presentation papers. One delegate pass is entry for one person only, passes cannot be shared. Organiser's reserve the right to deny entry to anyone not registered.

Payment & Discounts • All prices quoted are in AUD. Payment of invoice is due within 7 days of registration. A 3% surcharge is payable for all credit card transactions. Only one promotional discount code can be applied per registrant. Group discounts will only be applied on the original order – added delegates will not receive a discount once registration is processed. Payment in full is required by the first day of the event. **Please note:** Registrations made within 7 days of the event can only be paid via credit card.

Organiser's Rights • Connect Media Group endeavours to ensure the conference programme and speaker line-up is correct at the time of the event. All advertised details are correct at time of publishing. Due to unforeseen circumstances Connect Media Group reserves the right to alter the programme prior to the event without notice. We also reserve the right to cancel or postpone this event when full refunds will be issued.

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To view our full privacy policy please visit: <http://www.connectmediagroup.com.au/privacy-policy/>

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Media Executives: 1-2 Delegates		\$2200 +GST
Media Executives: 3-5 Delegates (10% off)		\$1980 +GST
Media Executives: 6-9 Delegates (20% off)		\$1760 +GST
Media Executives: 10+ Delegates (30% off)		\$1540 +GST
Service Provider* (Limited to 1 delegate)		\$3630 +GST

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Email	team@cmgroup.com.au
Phone	(02) 8004 8590
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