

ASTRA 2011 **CONFERENCE** Content Matters.

Conference Program



Tuesday 29 March 2011
Sydney Convention & Exhibition Centre



a carbon neutral event

ASTRA Subscription
Television Australia




Parkside Ballroom

7.15am-7.45am	Breakfast Registration	
7.45am-9.30am	Women in Television Breakfast	Sponsored by 
	<p>The Women in Television Breakfast, the only annual event of its kind in the TV and media industry, will be delivered by Johanna Blakley, Deputy Director of the Norman Lear Center – a multi-disciplinary research and public policy centre exploring implications of the convergence of entertainment, commerce, and society. Johanna will discuss how worldwide, more women are using social networking sites than men in every single age group and how this could bring about the end of gender in media demographics. Johanna will reflect on how social media helps us escape our demographic boxes by making our age, income, and race harder to determine, while simultaneously offering more pointed information about our interests and likes.</p> <p>The Breakfast is an opportunity for attendees to catch-up, network and hear from some of the most inspiring professionals in the industry. The second annual ASTRA Pioneer Award will also be presented, recognising the creativity, inspiration and hard work of a deserving individual.</p> <p>Tanya Denning, Director of Content, National Indigenous Television (NITV), will share her perspective on the importance of media to represent and raise awareness of issues like reconciliation.</p> <p>Speaker: Johanna Blakley, Deputy Director of the Norman Lear Center, University of Southern California</p> <p>Q&A with David Speers, Political Editor, SKY NEWS</p>	

Parkside Foyer Level 1

8.30am-9.30am	Conference Registration	
8.30am-9.45am	Arrival Tea & Coffee	Sponsored by 


Parkside Auditorium

9.45am-10.00am	Welcome: The Hon Steve Bracks AC , Chairman of ASTRA	
10.00am-10.45am	Channel Keynote Address: Anne Sweeney	Sponsored by 
	<p>Co-Chair, Disney Media Networks and President, Disney/ABC Television Group</p> <p>Anne Sweeney, Co-Chair, Disney Media Networks and President, Disney/ABC Television Group oversees over 10,000 employees and was recently named as the Most Powerful Woman in Entertainment by The Hollywood Reporter for the second year in a row.</p> <p>Q&A with Kieran Gilbert, Senior Political Reporter, SKY NEWS</p>	
10.45am-11.00am	Morning Tea	Sponsored by 
11.00am-11.30am	FOXTEL Platform Update: Kim Williams , Chief Executive Officer	
11.30am-12.10pm	Platform Keynote Address: Jeremy Darroch	Sponsored by 
	<p>Chief Executive Officer, British Sky Broadcasting</p> <p>Jeremy Darroch, Chief Executive Officer and Executive Director, British Sky Broadcasting Group plc increased the company's subscriber base in UK and Ireland to over 10 million in November 2010 (from over 7 million) through the tough recession period.</p> <p>Q&A with Helen Dalley, Presenter, SKY NEWS and SKY NEWS Business</p>	

Parkside Ballroom

12.10pm-1.25pm	Lunch	Sponsored by 
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Parkside Auditorium

1.30pm-2.30pm	International Trends in Programming	Sponsored by 
	<p>Moderator: Nick McArdle, Senior Presenter, FOX SPORTS News</p> <p>Panel: Jana Bennett, President, Worldwide Networks and Global iplayer, BBC Worldwide</p> <p>Katherine Green, Senior Vice President Programming, CNN International</p> <p>Barbara Wall, Executive Vice President Television, Lionsgate</p>	
2.30pm-3.00pm	AUSTAR Platform Update: John Porter , Chief Executive Officer	

3.00pm-3.20pm

Afternoon Tea

Sponsored by 

3.25pm-4.10pm

Parkside 110A

Concurrent Session 1a: Original Australian Production

This session will highlight the great diversity of original Australian content being created and the efforts of independent producers to make compelling, emotive and popular programs. Discussion will range from the diversity of Australian content and trends in production to what is making an impact with Australian audiences.

Moderator: Brian Walsh, Executive Director of Television, FOXTEL

Panel:

John Edwards, Producer, John Edwards Productions

John Luscombe, General Manager & Senior Vice President, Beyond Productions

Mark Fennessy, Chief Executive Officer, Shine Productions

Parkside 110B

Concurrent Session 1b: Connecting with your Audience Beyond the TV Screen

This session will review industry trends including interactivity, social media and activities that create loyalty, to illustrate how channels are generating and maintaining strong connections with audiences.

Moderator: Kylie Merritt, Channel Manager, SKY NEWS Business

Panel:

Paul Robinson, Managing Director and Co-founder, KidsCo

Rebecca Batties, General Manager, Music Brands, MTV Networks Australia

Mark Jones, Digital Director, FOX SPORTS

Karen Goldhawk, Marketing Director, LifeStyle Channels

4.15pm-5.00pm

Parkside 110A

Concurrent Session 2a: New Breed: Leaders of Tomorrow

This session will discuss the business landscape and role of leadership in Australia today through a moderated discussion with three individuals who are experts in their field.

Moderator: Catherine Fox, Deputy Editor, AFR BOSS Magazine

Panel:

Nicole Sheffield, General Manager, LifeStyle Channels

Tony Abrahams, Chief Executive Officer, Ai-Media

Travis Conneeley, Creative Director, FOXTEL

Parkside 110B

Concurrent Session 2b: TV Everywhere

This session features a discussion about the changing landscape and where technology and consumer demand are headed. PricewaterhouseCoopers will also present the Australian Entertainment & Media Outlook, a trend analysis through 2014.

Moderator: James Chessell, Senior Media Writer, The Australian

Panel:

Derek Ivers, Partner, PricewaterhouseCoopers

Patrick Delany, Executive Director, Sales and Product Development, FOXTEL

Deanne Weir, Group Director, Corporate Development, AUSTAR

J-B Rousselot, Executive Director of Voice, Broadband and Media, Telstra

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Bayside Gallery

5.00pm-7.30pm

ASTRA Industry Excellence Awards & Drinks Reception

Sponsored by 

**ASTRA
INDUSTRY
EXCELLENCE
AWARDS**

The ASTRA Industry Excellence Awards recognise individuals, channels and agencies creating ground breaking and innovative campaigns within the Australian subscription television industry.

Sponsors



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Thanks to the support of our Carbon Foot Print Sponsor, Discovery Networks, ASTRA is measuring the ASTRA 2011 Conference carbon foot print and has introduced a number of sustainable solutions to ensure a carbon neutral conference.

These include:

The Sydney Convention & Exhibition Centre has been accredited as Australia's first Green Globe Benchmarked Convention Centre and will be working with ASTRA to quantify and offset the greenhouse gas emissions generated by the ASTRA 2011 Conference.

Electronic marketing and registration channels have been maximised to provide all information, program and weblinks. The name badges are made of a biodegradable material and are therefore environmentally friendly. Where-ever possible we are using products with recycled content that are produced locally. Fresh food left over from events at The Sydney Convention & Exhibition Centre is donated to OzHarvest and shared with people in need.

Conference transcripts & images available at www.astra.org.au