

Westminster eForum Keynote Seminar: 2020 Vision - web-enabled television, 3D and future TV tech

Date: Thursday 10th June 2010

Venue: Congress Hall, Congress Centre, 28 Great Russell Street, London WC1B 3LS

Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Graham Lovelace, Director, Lovelace Consulting
- 9.05 - 9.20 **Sky 3D - insights from Europe's first 3D TV channel**
Theme: An introduction to 3D technology: the consumer experience, content generation and the creative and commercial opportunities.
Brian Lenz, Director of Product Design and TV Product Development, BSKyB
- 9.20 - 10.15 **3D: prospects, platforms and format wars**
Themes: What is the market for 3D film, television, mobile and video games in the UK? Will success in the cinema translate to success in the home? What will be the technological hardware, standards and cost challenges to viewers, broadcasters, and programme makers? Can they be overcome? What needs to be done to encourage content makers to invest? How far is the format war in 3D technology preventing investment and adoption? Who stands to gain from 3D technology? What are its wider applications?
Paul Gray, Director of European TV Research, DisplaySearch
Andrew Oliver, Chief Technical Officer and co-founder, Blitz Games Studios
Dr Paul Entwistle, Head of Investor Relations & Chief Technologist, Pace
Tony Mattera, Director, Digital Switch Over Network Design, Arqiva
Paul Trueman, Marketing Director, UK and Ireland, LG Electronics
Questions and comments from the floor with **Brian Lenz**, Director of Product Design and TV Product Development, Sky
- 10.15 - 10.35 **The sets set to stun: a view of the future technologies**
Theme: What are the future television and home entertainment technologies that are likely to take off in the coming years?
Asanga Gunatillaka, Head of Commercial & Strategy, TV, Virgin Media
Questions and comments from the floor
- 10.35 - 10.40 **Chairman's closing remarks**
Graham Lovelace, Director, Lovelace Consulting
- 10.40 - 11.05 Coffee
- 11.05 - 11.10 **Chairman's opening remarks**
Rory Cellan-Jones, Technology Correspondent, BBC News
- 11.10 - 12.10 **Web-enabled TV - the future of the red button service?**
Themes: What are the likely uses, and services, web access via the home television will enable? How will the integration, and convergence, of television and the internet affect the viewing experience? What is the market for web-enabled TV? Who will be the key players in this new market? How could content makers utilise the new functions to add to their product?
Daniel Simmons, Senior Analyst, Television and Broadcast Technology Team, Screen Digest
Robert Blackwell, Commercial Director, 3view
David McKeown, EMEA Consumer Electronics Business Development Manager, Intel
Lesley Mackenzie, Group Digital Officer, LOVEFiLM
Simon Pitts, Controller of Strategy, ITV
Richard Lindsay-Davies, Director-General, Digital TV Group
Questions and comments from the floor
- 12.10 - 12.20 **A vision for the future of TV**
Themes: How will televisions change in the coming decade? What are the prospects for the new technologies such as 3D, connected-sets? What is on the horizon?
Adrian Northover-Smith, Head of Corporate Public Affairs, Sony UK
- 12.20 - 13.10 **Beyond next generation HD and web-enabled TV - viewing in the next ten years**
Themes: What sorts of innovations and technologies can consumers expect in the next ten years? Will Super Hi-Vision (SHV) replace the current HD standard? Will web-enabling television do away with the linear broadcast? Who will be the key developers and who will be the gatekeepers of the technologies? What technologies can be retro-fitted and which will require a whole new television? Will the pace of technological process produce 'innovation fatigue'?
Mike Grant, Partner, Media, Analysys Mason
Steve Plunkett, Director of Customer Innovation, Red Bee Media
Professor Alan Chalmers, Professor of Visualisation, International Digital Laboratory, WMG, University of Warwick
Bob Hannent, Chief Technologist, Humax
Questions and comments from the floor with **Adrian Northover-Smith**, Head of Corporate Public Affairs, Sony UK
- 13.10 - 13.15 **Chairman's and Westminster eForum closing remarks**
Rory Cellan-Jones, Technology Correspondent, BBC News
Thomas Raynsford, Senior Producer, Westminster eForum