

# ASTRA

## CONFERENCE

Local jobs, Australian content

# 2016

## Conference Program

**Tuesday 6 September 2016**

The Star Event Centre

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<b>9.00am</b>	<b>Conference Registration</b> <b>Arrival Tea And Coffee</b> <b>All plenary sessions will take place in The Event Centre Auditorium (Upper Level)</b>  <b>Conference MC:</b> <b>Ingrid Willinge</b> , Chief Business Reporter, Anchor of Trading Day @ Lunch, Trading Day Live & Rates Live, SKY NEWS
<b>9.35am</b>	<b>Local Jobs, Australian Content: Chairman's Welcome</b> <b>Tony Shepherd AO</b> , ASTRA Chairman
<b>9.45am</b> Sponsored by 	<b>Keynote Address</b> <b>Peter Tonagh</b> , CEO, Foxtel  <i>Six months into his role, Foxtel's new CEO will provide an update on new initiatives underway at Australia's largest subscription television platform.</i>
<b>10.25am</b>	<b>PANEL - Total Television: Growing A Stronger Sector</b> <i>Pay and free television have finally united to create a new joint body to promote television as a powerful advertising medium. Hear from television leaders about the thinking behind the new organisation.</i>  <b>Speakers:</b> <b>John O'Mahony</b> , Partner, Deloitte Access Economics, Deloitte Touche Tohmatsu <b>Mark Buckman</b> , MD Customer & Retail, Foxtel <b>Kurt Burnette</b> , Board Member, ThinkTV  <b>Moderator:</b> <b>Paul McIntyre</b> , Editor-at-Large, MCN
<b>11.00am</b>	<b>Morning Tea</b> <b>Served in the Event Centre Foyer (Lower Level)</b> Coffee Carts Sponsored by ..... 
<b>11.30am</b>	<b>PANEL - Breaking News: The Remaking Of Television News</b> <i>Over twenty years Sky News has transformed news and public affairs broadcasting in Australia. Hear our all-star panel share how Australia's premier 24/7 news channels have made the difference.</i>  <b>Speakers:</b> <b>Andrew Bolt</b> , Anchor of The Bolt Report, SKY NEWS <b>Kristina Keneally</b> , Political Contributor & Co-Ancor of To The Point, SKY NEWS <b>Paul Murray</b> , Anchor of Paul Murray LIVE & Saturday Edition, SKY NEWS  <b>Moderator:</b> <b>Laura Jayes</b> , Anchor of The Latest with Laura Jayes, SKY NEWS
<b>12.00pm</b> Sponsored by 	<b>Cover The Field: Sports Television Leadership</b> <b>Patrick Delany</b> , CEO, Fox Sports  <i>Fox Sports will share how brand new innovations in programming and coverage are cementing the network's position as Australia's leading producer of sports television coverage.</i>

12.40pm

## PANEL - Australian Drama In A Global Market

*As the world moves quickly to global delivery, how do Australian stories and Australian productions fit into the new viewing marketplace. What needs to change and what needs to be kept whole?*

### Speakers:

**Jacqui Feeney**, Managing Director, FOX International Channels  
**Penny Win**, Head of Drama, Foxtel  
**Kylie du Fresne**, Partner & Producer, Goalpost Pictures  
**Penny Chapman**, Founding Partner, Matchbox Pictures

### Moderator:

**Ross Crowley**, Director of Programming & Channels, Foxtel

1.10pm

## Lunch

**Served in the Event Centre Foyer (Lower Level)**

## PANEL - I Own Australia's Best Home

*Foxtel unveils the latest Lifestyle insights, trends and content. Plus an in-depth discussion with the cast and executives behind the new Lifestyle Home series 'I Own Australia's Best Home'.*

### Speakers:

**Hannah Barnes**, General Manager, The Lifestyle Group, Foxtel  
**Beth Hart**, Creative Director, FremantleMedia Australia  
**Gillian Khaw**, Designer  
**Tim Leveson**, Designer  
**Nick Tobias**, Architect

### Moderator:

**James Manning**, Editor, Mediaweek

2.10pm

## Channel Of The Year Announcement

2.15pm

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## Keynote Address

**Dr Michael Mosley**, BBC TV Science Presenter & Best-Selling Author

*Dr Michael Mosley has been at the BBC for thirty years; 10 years as an award winning director, 10 years as an executive producer of some of the BBC's biggest science and history global hits, then 10 years as a presenter. He is also the inventor of a new diet (the 5:2 diet) and author of three international best selling books. So how did he make the transition from behind the camera to in front of it? And how can television make the most of our obsession with health and fitness?*

2.45pm

## PANEL - In With The New: Meet The Next Generation Producers

*Meet the next generation of content makers producing short-form content for the web. What do their innovative production techniques and distribution models teach us about the future of television.*

### Speakers:

**Sarah Bishop**, Actress, Writer, Director & Producer  
**Brian Cobb**, Film Maker  
**Peter Noble**, Director of Talent & Production, Disney, ESPN & Maker Studios - ANZ  
**Rebecca Preuss**, Online Editor, MTV ANZ

### Moderator:

**Deanne Weir**, MD Content Aggregation, Foxtel

3.20pm

## Afternoon Tea

**Served in the Event Centre Foyer (Lower Level)**

Lolly Bar Sponsored by .....

# Concurrent Sessions

3.50pm

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## CONCURRENT SESSION 1A

### Ratings Roadmap: Measuring The Audience

**The Event Centre Auditorium**  
(Upper Level)

*Innovation is finally enabling the sector to better measure catch-up and multi-screen viewing. But what are the latest figures telling us about viewer behaviour and the future of the industry?*

**Speakers:**

**Mark Brandon**, Chief Data Officer, MCN  
**Monique Perry**, Head of Media Industry Group, Nielsen  
**Doug Peiffer**, CEO, OzTAM

**Moderator:**

**Paul McIntyre**,  
Editor-at-Large, MCN

## CONCURRENT SESSION 1B

### Media Reform In The Age of Populist Politics

**The Event Centre**  
(Lower Level)

*After the 2016 federal election will Australia finally achieve the kind of media reform that unlocks growth and the jobs of the future? What are the essential elements of reform and what role should regulators play?*

**Speakers:**

**James Pearson**, CEO, ACCI  
**Richard Bean**, Acting Chair, ACMA  
**Bruce Meagher**, Director Corporate Affairs, Foxtel  
**James Paterson**, Senator for Victoria

**Moderator:**

**Megan Brownlow**,  
Executive Director, PwC

4.30pm

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## CONCURRENT SESSION 2A

### Agility, Big Data & The Death Of Demography

**The Event Centre Auditorium**  
(Upper Level)

*Agility, Big Data and Millennials are all the buzz in research worlds. We look at what this means and will invite a panel discussion on its implications. Through a short session we will touch on how television research needs to respond in 2016.*

**Speakers:**

**Susie Heath**, Head of Research, Foxtel  
**Brigitte Slattery**, Head of Marketing LifeStyle Group, Foxtel  
**Mark Brandon**, Chief Data Officer, MCN

**Moderator:**

**Ellen Baron**, CEO,  
Ruby Cha Cha

## CONCURRENT SESSION 2B

### Culture In STV: Do You Have The Skills For 2025?

**The Event Centre**  
(Lower Level)

*Technology may be changing fast, but keeping abreast of technical change won't guarantee success. Your future career will require brand new ways of thinking and working with others. Find out what it's going to be like working in television in 2025.*

**Speakers:**

**Mandy Pattinson**, EVP & General Manager, Discovery Networks Asia Pacific  
**Raymond Padora**, Sales, Marketing & Communications Manager - Content Services, Foxtel  
**Simone Shugg**, Executive Director - People & Culture, Foxtel

**Moderator:**

**Patricia Powell-Hughes**,  
MD, Entertainment Personnel

5.00pm

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## Drinks Reception

**The Event Centre Foyer** (Lower Level)

*Join your industry colleagues for drinks to celebrate the subscription television industry's 21st birthday.*