

17 August 2015

TV leaders talk disruption: final ASTRA speakers announced

A record number of industry figures will debate the future of television at the annual ASTRA Conference in Sydney next month.

Nearly 30 leaders will take to the stage to discuss how television has learnt from other disrupted sectors and is successfully adapting to and co-opting the digital transformation of the medium, creating new business models and revenue streams.

ASTRA CEO Andrew Maiden said the 2015 Conference – themed ‘Outside The Box’ - will explore the direction the industry is headed in the face of disruption.

“Digital disruption is not a new concept, but the disruption of the TV industry has taken longer to arrive than it has in other industries – for example music. Television has been able to learn from their mistakes, getting ahead of disruption and harnessing it.

“This year’s ASTRA conference will feature local and international leaders discussing how the industry has changed the way content is created and scheduled, as well as the platforms that distribute it,” Maiden said.

The conference, expected to attract more than 400 guests on 9 September 2015 at the Star Event Centre, will be headlined by keynote speakers with unparalleled experience including –

- Robert Bakish, President & CEO of Viacom International Media Networks
- Mike Gunton, Creative Director, BBC Worldwide & BBC
- Hernan Lopez, President & CEO of Fox International
- Christina Miller, President & General Manager, Cartoon Network, Adult Swim & Boomerang

The conference will be preceded by the annual ASTRA Women in TV Breakfast, at which an audience of more than 600 will watch acclaimed actor, comedian and author Magda Szubanski and London-based BBC presenter and correspondent Yalda Hakim in conversation with movie critic icon Margaret Pomeranz.

Complete details of conference sessions and speakers are below:

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7.30am – 9.00am	<p>Women in Television breakfast Three high-achieving women share their personal success stories, and outline how they achieved success.</p> <p>Speakers: Magda Szubanski, Actor, Comedian & Author Yalda Hakim, BBC World News Presenter & Correspondent Margaret Pomeranz, Foxtel</p>	
9.35am – 9.45am	<p>Official welcome – ASTRA</p> <p>Speaker: Tony Shepherd AO, ASTRA Chairman</p>	
9.45am – 10.15am	<p>Keynote address – Fox International</p> <p>Speaker: Hernan Lopez, President & CEO of Fox International Channels</p>	
10.15am – 10.45am	<p>Keynote address – Viacom</p> <p>Speaker: Robert Bakish, President & CEO of Viacom International Media Networks</p>	
11.15am – 11.45am	<p>Keynote address – Foxtel</p> <p>Speaker: Richard Freudenstein, Foxtel CEO</p>	
11.45am – 12.15pm	<p>Keynote interview – Turner Broadcasting System</p> <p>Speaker: Christina Miller, President, Cartoon Network, Adult Swim & Boomerang</p>	
1.30pm – 2.15pm	<p>Keynote address – BBC</p> <p>Speaker: Mike Gunton, Creative Director, BBC Natural History Unit</p>	
2.15pm – 3.00pm	<p>Keynote address – NBN</p> <p>Speaker: Bill Morrow, CEO NBN Co</p>	
3.30pm – 4.15pm	<p>Concurrent session – Production Funding</p> <p>Speakers: Fiona Cameron, COO, Screen Australia Matthew Deaner, CEO, Screen Producers Association Ian Robertson, Holding Redlich</p>	<p>Concurrent session - SVOD</p> <p>Speakers: Sean James, Director, Presto Eric Kearley, Head of IPTV, Telstra Kylie Merritt, Presenter, Sky News</p>

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4.15pm – 5.00pm	<p>Concurrent session - Audience measurement</p> <p>Speakers: Murray Love, Multiview Director, MCN TBC, Nielsen Doug Pfeiffer, CEO, OzTAM Ingrid Willinge, Presenter, Sky News</p>	<p>Concurrent session - Policy</p> <p>Speakers: Megan Brownlow, PwC Kate Carnell, CEO, ACCI Chris Chapman, Chairman & CEO, ACMA Bruce Meagher, Director Corporate Affairs, Foxtel Nerida O'Loughlin, Dep Sec, Department of Comms Janine Perrett, Sky News</p>
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Registration and conference details are available at <http://www.astra.org.au/Astra-Conference/Home/Conference-Home>

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About ASTRA – The Australian Subscription Television and Radio Association (ASTRA) is the peak body representing the subscription media industry in Australia. Members include content makers, distribution platforms, technology companies and supporting industries. ASTRA members produce content that reaches one in three Australians. In 2013/14 they invested more than \$600 million in local content production, added \$1.9 billion to the economy, and created jobs for 6600 Australians. For More information visit www.astra.org.au

For further information contact ASTRA on 02 9776 2621 or visit www.astra.org.au

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