

## The Future of 'Converged' and On-Demand Television: Early Evidence from Actual Consumer Behaviour

1400-1900, Tuesday July 7, 2009 at London Business School

For over 15 years, the digerati have predicted imminent revolutionary change in TV viewing behaviour. So far, they have been consistently wrong, but we now have 60% UK broadband penetration and a range of competing technologies and services supporting 'converged' and on-demand TV. Will predictions of revolutionary change at last be proved right? This conference explores the early evidence from actual consumer behaviour – both adoption and usage -in the UK and USA. The emphasis is on short presentations based on recent, reliable data (ie not surveys of claimed or intended behaviour) plus expert panel discussions. The event will start at 1400 (registration from 1330) and end at 1900, followed with a drinks reception.

1400: **Patrick Barwise**, Emeritus Professor, London Business School: *Introduction and background*

1415: **Tony Wearn**, Research Director, BARB: *PVR adoption and the impact on viewing*

1430: **Helen Normoyle**, Head of Audiences, BBC: *BBC iPlayer: Changing the way we watch?*

1445: **Dr Toby Syfret**, Television Analyst, Enders Analysis: *Adoption and usage of VOD: Initial evidence and some implications for broadcasters and advertisers*

1500: Panel 1 Discussant: **Mark Oliver**, CEO, Oliver & Ohlbaum Associates Ltd

1520: BREAK

1545: **Michael Link**, Chief Methodologist/VP Methodological Research, The Nielsen Company, USA: *The Video Consumer Mapping Study*

1600: **Sarah Pearson**, Managing Partner, ACB: *Impact of converged TV technology on actual audience behaviour – 1-3-9 Media Lab*

1615: **Julian Dickens**, 3 Reasons Ltd: *Impact of TV 2.0 on viewing behaviour: Early data, and a hypothesis*

16:30 **Belinda Beeftink**, Senior Media Research Manager, IPA: *Multitasking, multimedia -more to do but still only 24 hours to do it!*

1645: Panel 2 Discussant: **Claire Enders**, CEO, Enders Analysis

1705: BREAK

1730: **Claire Grimmond**, Controller, Research & Insight, Channel 4: *Evidence from Channel 4 data and BARB on the hierarchy of content choice*

1745: **Julia Lamaison**, Research Director, GfK: *Changing patterns of viewer behaviour – what does this mean for the production of visual content?*

1800: **Pat Dunbar**, Director, Advertising, Microsoft Corporation, USA: *Is Zoetrope an ad skipping method that is good for users and advertisers*

1815: **Neil Mortensen**, Research Director, Opera Media (Omnicom): *A media agency view: Managing the relationships between brands and consumers in a converging world*

1830: Panel 3 and final discussion Discussant: **Peter Phillips**, Partner, Strategy & Market Developments, Ofcom

1900 END – drinks