

## RTS Cambridge Convention 2019

(subject to amendment)

### Wednesday 18 September

- 12.30 Accommodation Registration opens King's College
- 13.00 Delegate registration opens Concert Hall
- 14.00 **Convention Opens** Concert Hall  
**Welcome by Tom Mockridge** *RTS Chair*
- 14.05 **Session One: Content, Consumers and Everything In Between**  
Carolyn McCall, CEO ITV sets the scene for the Convention with a wide ranging look at the challenges and opportunities for the television industry in a fast changing world. Hosted by Susanna Reid with contributions from Neil Mortensen, Kevin Lygo, and introducing the consumer panel in Leeds with Ranvir Singh.
- Chairs  
**Susanna Reid**, *Journalist and Broadcaster*  
**Ranvir Singh**, *Journalist and Broadcaster*
- Speakers  
**Carolyn McCall**, *CEO, ITV*
- With  
**Kevin Lygo**, *Director of Television, ITV*  
**Neil Mortensen**, *Director of Audiences, ITV*
- 15.05 **Interstitial – The Future of Talent**  
Produced by Deloitte
- Introduced by  
**Ed Shedd**, *North West Europe TMT Industry Leader, Deloitte*
- 15.10 **Session Two: A Far Off Place, Of Which We Know Nothing – Exploring Gen Z**  
Take a curated cruise to the heart of Gen Z, where 10 million teens attend a live concert without leaving their bedroom. Watch on in comfort while they host global house parties with friends they've never met. Featuring top travel tips such as how to create must-see content for a tribe that's turned its backpack on traditional TV.
- Chair  
**Rob Chapman**, *CEO & Partner, Founders Intelligence*
- Speakers  
**Timothy Armoo**, *CEO Fanbytes*  
**Paul Bojarski**, *CEO, Sceenic*  
**Holly Horne**, *Social Media Influence*
- 15.50 Tea

16.10 **Session Three: Running On Empty**

Has the ideas well finally run dry for Unscripted? The blockbuster formats which dominated the world market remain popular but where are the big new breakout formats that can drive ratings and sales for the UK production industry? Is it time to start fracking for new ideas in more remote places?

Chair

**Tim Davie**, *Chief Executive, BBC Studios*

Speakers

**Tim Hincks**, *Co-CEO, Expectation*

**Stephen Lambert**, *CEO, Studio Lambert*

**Alex Mahon**, *CEO, Channel 4*

16.55 **Session Four: In Conversation – Sharon White with Julie Etchingham**

At her final Cambridge, Ofcom's outgoing CEO Sharon White talks to ITN's Julie Etchingham about the challenges facing our industry.

Chair

**Julie Etchingham**, *Journalist and Broadcaster*

Speaker

**Sharon White**, *Chief Executive, Ofcom*

17.30 **Session Five: Secretary of State Keynote**

Chair

**Susanna Reid**, *Journalist and Broadcaster*

Speaker

**The Rt Hon Nicky Morgan MP**, *Secretary of State for Digital, Culture, Media and Sport*

18.05 End of Day One

19.15 BBC Studios Drinks Reception

King's College

20.00 Discovery Dinner

King's College

After dinner speaker – Levison Wood

22.30 China Global Television Network Nightcap

King's College

## Thursday 19 September

09.30 **Opening**

Concert Hall

09.35 **Session Six: International Keynote – David Zaslav**

David Zaslav in conversation with Kate Silverton discusses Discovery's move to direct to consumer, its ambitions to serve global audiences through verticals across sport, lifestyle and factual, and the subjects which inspire him personally to push the company's business forward.

Chair

**Kate Silverton**, *Journalist and Broadcaster*

Speaker

**David Zaslav**, *President & CEO, Discovery*

10.05 **Session Seven: The Rights Stuff**

The revolution in consumer behaviour has major implications for producers too. Who will control rights in the new world order? A panel of industry leaders debate what the rise of the SVoDs will mean for UK broadcasters and producers in the greatest shake up of the TV landscape since the Communications Act of 2003 gave the indies the rights to the programmes they produce.

Chair

**Kirsty Wark**, *Journalist, Broadcaster and Writer*

Speakers

**Julian Bellamy**, *Managing Director, ITV Studios*

**Howard Davine**, *Former ABC Studios Executive Vice President, Business Operations*

**Dan McGolpin**, *Controller, Programming and iPlayer, BBC*

**Jane Turton**, *CEO, All3Media*

10.55 Coffee

11.15 **Session Eight: Keynote – Jeremy Darroch**

Jeremy Darroch, in conversation with Graham Ruddick, discusses the need to disrupt yourself and partner with competitors in order to succeed in an increasingly competitive world.

Chair

**Graham Ruddick**, *Deputy Business Editor, The Times*

Speaker

**Jeremy Darroch**, *Group Chief Executive, Sky*

11.45 **Session Nine: Who You Gonna Trust?**

Exactly when did trust shift from being a fundamental duty to a valuable USP? Just how commercially critical is the trust between supplier and consumer these days? And who can we best trust to monetise trust?

Presentations

**Martin Lewis**, *Founder and Chair, MoneySavingExpert.com*

**Ed Williams**, *CEO UK & Ireland and Vice Chairman EMEA, Edelman*

Chair

**Aasmah Mir**, *Radio and Television Broadcaster*

Speakers

**Vikki Cook**, *Director, Content Media Policy, Ofcom*

**Ben McOwen Wilson**, *Managing Director, YouTube UK*

**Deborah Turness**, *President, NBC News International*

12.45 Lunch

King's College

14.15 **Session Ten: Piers Morgan Q&A: The World's Gone Nuts!**

Should James Bond be a woman? Should we stop calling kids naughty? Fresh from the frontline of battling vegans, snowflakes and virtue-signalling Millennials, Piers Morgan will make his case against a woke world he believes has finally lost the plot. Ask him anything in this no-holds-barred Q&A – no safe space necessary.

Chair

**Christine Lampard**, *Broadcaster*

Speaker

**Piers Morgan**, *Journalist and Broadcaster*

14.45 **Session Eleven: Keynote – Alex Mahon**

At a time of increasing global competition, Alex Mahon will explore the important role and relevance of Channel 4 in the broadcasting landscape.

Chair

**John Hardie**, *Former ITN CEO and Editor-In-Chief*

Speaker

**Alex Mahon**, *CEO, Channel 4*

15.15 Tea

15.35 **Session Twelve: Mad Men v Math Men – Will Data Kill Advertising?**

In the advertising world, where the fight is for eyeballs and brand loyalty, who are the winners and losers in the traditional versus digital eco system? Do marketers rely too heavily on data or is there still a role for creative advertising which tells stories?

Keynote

**Linda Yaccarino**, *Chairman, Advertising and Partnerships, NBCUniversal*

To kick off the Advertising session, Linda Yaccarino will share NBCUniversal's global vision which puts consumers at the heart of the business, and reveals the responsibilities of delivering that strategy.

Chair

**John Gapper, *Chief Business Columnist and Associate Editor, Financial Times***

Speakers

**Philippa Brown, *Chief Executive, PHD***

**Rupert Ellwood, *Partner and Head of Marketing Communications, Waitrose***

**Nils Leonard, *Creative Founder, Uncommon Creative Studios***

**Linda Yaccarino, *Chairman, Advertising and Partnerships, NBCUniversal***

**16.40 Session Thirteen: Keynote – Tony Hall**

Tony Hall will set out why, at a time of change and uncertainty, public service broadcasting is more important than ever. He will demonstrate how the BBC will continue to rise to new challenges in the market and play an even more important role for Britain at home and abroad.

Chair

**Beth Rigby, *Political Editor, Sky News***

Speaker

**Tony Hall, *Director-General, BBC***

17.10 End of Day Two

19.15 Freeview Reception

King's College

20.00 Accenture Dinner

King's College

After dinner speaker – Jon Culshaw

22.30 Spencer Stuart Nightcap

Kings College

Entertainment provided by Benny Blanco

## Friday 20 September

09.30 **Opening**

Concert Hall

09.35 **Session Fourteen: International Keynote – Reed Hastings**

Reed Hastings in conversation with Kirsty Wark outlines the investment in storytelling, production and talent which helps Netflix keep its crown as Queen of the SVoDs.

Chair

**Kirsty Wark**, *Journalist, Broadcaster and Writer*

Speaker

**Reed Hastings**, *CEO, Netflix*

10.05 **Session Fifteen: You Gotta Have A Stream**

Is SVoD now the only game in town or are there other ways to create and build a business of scale? Reemah Sakaan and David Lynn discuss the future of streaming and the bridges that could be built to help us all cross to the other side.

Chair

**Wayne Garvie**, *President, International Production, Sony Pictures Television*

Speakers

**David Lynn**, *President and CEO, Viacom International Media Networks*

**Reemah Sakaan**, *Group Launch Director, Britbox*

10.45 Coffee

11.05 **Session Sixteen: Blow the Bloody Doors Off**

Lorraine Kelly has championed the underdog all her working life. With the help of group of very opinionated new entrants, she turns her focus onto the critical lack of social mobility in our industry. How do we attract and retain truly diverse talent? What works and what doesn't? Time for some answers.

Chair

**Lorraine Kelly**, *Broadcaster*

11.35 **Session Seventeen: Better Television or Better Diversity?**

It's been 10 years since Sir Lenny Henry first gave an impassioned call to arms at the RTS for the TV industry to increase diversity. There have been some victories, such as "diversity" being written into the BBC charter for the first time. But in the words of Greg Dyke television behind the camera remains "hideously white". Lenny, in conversation with Karen Blackett OBE, will review how far the diversity dial has shifted in our industry and what else needs to be done. He will ask the question no one wants to ask: "Do we chose between better television or better diversity?"

Speakers

**Karen Blackett OBE**, *UK Country Manager, WPP UK and Chairwoman, MediaCom, UK & Ireland*

**Sir Lenny Henry**, *Actor, Comedian and Diversity Campaigner*

12.20 **Convention Closes**

**Carolyn McCall**, *CEO, ITV and Chair, RTS Cambridge Convention 2019*

**Theresa Wise**, *Chief Executive, RTS*

12.30 Lunch

King's College