

BCI CONFERENCE 2008

DOES THE MEDIUM MATTER?

www.bci.ie/conference08

**BROADCASTING COMMISSION OF IRELAND
NATIONAL BROADCASTING CONFERENCE
17TH-18TH SEPTEMBER 2008**

Croke Park Conference Centre,
Croke Park, Dublin 3



REGISTRATION DETAILS

ONLINE REGISTRATION WILL BE POSSIBLE ON
THE CONFERENCE WEBSITE FROM
WEDNESDAY 20TH AUGUST

www.bci.ie/conference08

Conference Fee:

Individual €100/Group Rate €300

Concession Rate:

Individual €50/Group €150

The concession rate applies to
Community Radio/Students.

The Group Rate only applies to stations that
nominate four people to attend. T

The rates advertised cover the reception and
conference dinner, morning coffee, lunch and any
conference documentation.

The conference fee is an inclusive charge and
reductions or part-refunds are not available.

CONFERENCE THEME

DOES THE MEDIUM MATTER?

Over the past number of years, conversation and debate with regard to the media industry has centred on a number of key areas: platform convergence; user-generated content; market fragmentation; cross-media content provision. It seems that the line between content provider and citizen/consumer has blurred and that there is now a fundamental shift in how information is generated, distributed and owned. This raises the question as to whether broadcaster need to adopt increasingly imaginative approaches to content delivery and platform utilisation, and raises particular challenges with regard to media regulation.

This year the BCI National Conference will address the various propositions for the delivery of content across different media. It will look at the proposals for commercial digital terrestrial television in Ireland, while considering the experience to date of digital switchover in the UK. As the Commission embarks on the development of policy for digital radio, conference delegates will have an opportunity to examine and question the scenarios for radio's digital future. Developments in new media and its interface with traditional media at a national, European and international level will be presented, in addition to the presentation of research into media literacy in Ireland. The conference will also address the themes of audience measurement, from both a qualitative and quantitative perspective.

2008 also marks the 20th anniversary of the Radio and Television Act. This year's panel debate will look at development trends in the sector to date and will consider implications against the backdrop of a new regulatory system for broadcast media in Ireland.

CONFERENCE PROGRAMME

Wednesday September 17th

- 18.30-19.30** Registration & Reception
19.30-20.00 Ministerial Address
Minister for Communications, Energy and Natural Resources Mr. Eamon Ryan, T.D.
- 20.00** Conference Dinner
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Thursday September 18th

- 8.30-9.00** Registration, Tea & Coffee
9.00-9.10 Welcome Address:
Ms. Claire Byrne, Conference Chairperson
9.10-9.30 BCI Conference Address: Measuring our Success
Mr. Conor J. Maguire, Chairperson BCI
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Session One: The Digital Arena

- 9.30-11.15** DTT: the Boxer Proposition
Ms. Lucy Gaffney, Chairperson, Boxer DTT Limited
Digital Switchover-The Lived Experience
Ms. Alex Pumfrey, Programme Director, Digital UK
Scenarios for Radio's Digital Future
James Cridland, Head of Future Media & Technologies, BBC
- Panel Q&A
- 11.15-11.45** Tea & Coffee
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Session Two: New Media

- 11.45-1.30** The International Context
Mr. Jonathan Marks
Bebo-the Irish story
Mr. Philip Macartney-Director of Sales Ireland, Bebo
Media Literacy & the Public Sphere
Ms. Cliona Barnes (TBC)

Session Three: Parallel Workshops

1.30-3.00

Workshop 1: Measuring your Audience-Radio

Mr. Damian Loscher, Managing Director, TNS mrobi

Workshop 2: Measuring your Audience-TV

Mr. Tim Farmer, Managing Director, AGB Nielsen Media Research(TBC)

Workshop 3: Community Content & Audience Measurement

Stuart Hall (TBC)

Ms. Helen Manchester, University of Manchester (TBC)

3.00-3.15

Tea/Coffee

Session Four: The Great Debate: The State We're In?

3.15-3.30

Setting the context

Anne O'Connell/Bartley O'Connor PWC (TBC)

3.30-4.30

Panel Participants:

Mr. Michael O'Keeffe, Chief Executive, BCI

Mr. Willie O'Reilly, Chairperson Independent Broadcasters of Ireland (IBI)

Ms. Rosemary Day, Mary Immaculate College, University of Limerick (TBC)

Professor Martin McLoone, University of Ulster (TBC)

Mr. Adrian Moynes, Managing Director of Radio, RTÉ

4.30

Conference Close

Book online at:

www.bci.ie/conference08

or use the form provided overleaf??? text for this???

FURTHER DETAILS

The website will be launched on wednesday 20th August where you will be able to register online

The website will provide full up-to-date information on the conference and speakers blah blh blah..???

If you prefer to register by other means please contact us at conference08@bci.ie

or write to
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