



**:: FUTURE OF MEDIA**

**SUMMIT 2007 ::**

Sydney 18 July | *Simultaneous with* | San Francisco 17 July

*Partnership Opportunities*

[www.futureexploration.net/fom07](http://www.futureexploration.net/fom07)



# :: FUTURE OF MEDIA ::

SUMMIT 2007

*“Excellent conference! Groundbreaking.”*

*Alex Zaharov-Reutt, Editor and Technology Evangelist,  
Free Access Magazine*

Following the striking success of the inaugural Future of Media Summit in 2006, the Future of Media Summit 2007 will be held simultaneously on July 18 in Sydney and July 17 in San Francisco. This unique half-day event explores the critical issues confronting the current and emerging worlds of media.

The Summit is designed specifically for industry leaders from the print and broadcast media, advertising, public relations, telecommunications, internet, mobile, consumer electronics, and information technology sectors.

The Future of Media Summit is highly interactive, consisting primarily of expert panels, focused discussions between attendees, and response to structured content created specifically for the event. One of the greatest values for the senior executives attending the event will be interaction with their peers from related industries. The Summit will provide the framework and stimulation for attendees to fully explore key emerging issues in media.

There will be substantial high-value content generated before, during, and after the Summit. This will include the highly anticipated Future of Media Report 2007, a podcast series, speaker and participant blogs, a media-rich website, and short segments of provocative online content provided by world-leading media commentators.

*“A fantastic overview and great sources to follow up with. Provided essential direction for the next phase of my business. I will look back and realize this Summit changed the course of my business for the better (and will surely make it more profitable!)”*

*Kirsten MacKelden, Founder, Indigo Media Group*

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“ Thank you very much for the Summit yesterday. It was a buzzzzzzzzzz! This was a truly impressive lineup of bright, highly informed, entertaining people, who gave great value. ”

**Des Walsh, Business coach & blogging evangelist, Thinking Home Business**

## REVIEW OF FUTURE OF MEDIA SUMMIT 2006

The inaugural Future of Media Summit, held last year, was a spectacular success, creating a strong global brand.

### World-first

The Future of Media Summit 2006 created several world firsts. It was the first conference to use video conferencing to link panels on different continents in a simultaneous discussion of key issues. It was also the first event at which a conference participant blog has enabled all conference attendees to add their comments live during the event, and post-conference.

### Thought leaders

The Future of Media Summit 2006 consisted entirely of conversations between media thought leaders and participants in Sydney and San Francisco. The event keynote was a conversation between **Chris Anderson**, editor-in-chief of Wired magazine and author of the bestselling *The Long Tail*, and **John Hagel**, author of seminal books and articles on digital media, including *Net Worth*. Other Summit participants included **Craig Newmark**, founder of Craigslist, **David Sifry**, CEO of Technorati, **Jack Matthews**, CEO of Fairfax Digital, **Ray Kotcher**, Global CEO of Ketchum PR, **Eric Beecher**, publisher of Crikey.com.au, **Hugh Martin**, editor of News.com.au, **Dr. Moira Gunn**, host of Technation, and many other key thought leaders in the future of media.

### Future of Media Report 2006

The Future of Media Report 2006, which was produced in conjunction with the Summit, was provided to all Summit participants in print format, and made available for free download. The report has been downloaded over 40,000 times, and generated commentary in Argentina, Belgium, Brazil, Chile, China, Denmark, Germany, Italy, Netherlands, Singapore, Sri Lanka, Switzerland, and Thailand, as well as Australia and the US. The report content has also been reprinted in several magazines globally including *Digital Media World* and *iBusiness Magazine*, and was used in a submission on the future of cable TV to the Canadian government.

### Web presence

The strong global attention paid to the Future of Media Summit has made the event highly visible on the web. For example, searching for “future of media” on Yahoo! currently yields as its top two results the Future of Media Report 2006 and the Future of Media Summit Participant Blog.

## PARTNERS: FUTURE OF MEDIA SUMMIT 2006



**Principals**  
Strategy · Branding · Innovation

**FRESHMINDS**



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*“What became clear during the day was a form of “Digital Darwinism” was taking place characterised by evolution rather than revolution... My thanks go to Ross Dawson for organising a terrific conference.”*

**Chris Newlan, Lighthouse Communications Group**

## SUMMIT AGENDA

### CITY & DATE

CITY & DATE		
Sydney July 18		
8:15am		<b>Registration</b>
8:45am		<b>Presentation: Insights into the future of media</b> Future Exploration Network presents a summary of the research and insights created for the Future of Media Summit and Report.
9:00am		<b>Panel: User generated content meets mainstream media</b> Social media and mainstream media are merging. Journalists are blogging, newspapers and TV channels are asking users to submit photos and videos, and community newspapers are setting up social networks. How can established media best leverage user generated content, taking into account journalistic training, legal issues, intellectual property, links to classifieds, and other emerging issues?
10:00am		<b>Participant roundtables: Strategic discussions</b> The participant roundtables enable attendees to share and discuss issues of key interest with their peers. Participants choose to join the roundtable covering the most relevant topics. The outcomes from the strategy discussions will be compiled and shared with other participants.
10:45am		<b>Break</b>
Sydney July 18	San Francisco July 17	
	4:30pm	<b>Registration</b>
	5:00pm	<b>Demonstrations: Examples of emerging media models</b> Demonstrations of emerging media sites and models, generating discussion between attendees on success drivers and consumer response.
11:00am	6:00pm	<b>Keynote conversation: Exploring new business models</b> A conversation between two media industry leaders in the US and Australia on emerging revenue and business models in media, including targeted advertising, paid attention, micropayments, monetization of the long tail, and more. The focus will be on experiments made, lessons learned, and the likely path forward for the industry.
11:30am	6:30pm	<b>Cross-continental panel: Tapping the power of influence networks</b> Understanding influence networks is central to tapping the value of the emerging media landscape. Creating value in social networking platforms, blogging, social news, recommendation engines, and reputation systems requires insights into influencers and influence networks. This panel will discuss the state-of-the-art in uncovering influence networks, and likely directions.
12:15pm	7:15pm	<b>Cross-continental panel: Global strategies for media</b> New distribution channels allow content creators anywhere to access global markets. A useful way to identify some of the variables across media markets is to compare key features of the US and Australian media markets, including industry structure, ownership concentration, scale, demographic, and technology platforms. This helps to identify appropriate global strategies for media industry participants.
1:00pm		<b>Buffet lunch</b>
1:20pm		<b>Panel: Mobility, shifting, and new media channels</b> Media is rapidly going mobile. Do consumers really want mobile media, and if so in what format? Who will the players and winners be? Advertisers and content creators decry content shifting through PVRs, mobile devices, and the web, but does this present an opportunity? What new media channels will rise the most rapidly?
2:00pm		<b>Close / Optional networking and conversation</b>
	8:00pm	<b>Networking: Drinks and finger food</b>

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*“Enlightening / Compressed / Informative / Relevant / In-the-know / Up to the minute / Global. Well done. I’d come again..”*

**Liz Healy, Business Director, Host**

## FUTURE OF MEDIA 2007: CONTENT

There will be a wide range of content produced in conjunction with the Future of Media Summit 2007. The Summit is as much about the content created before, during, and after the event as the Summit itself. The associated content will reach a far wider audience than the event, and provide multiple opportunities for sponsors to be associated with the event. Key content produced in conjunction with the Future of Media Summit 2007 will include:

### Future of Media Report 2007

The Future of Media Report 2007 will build on the success of last year’s report to create an entirely new perspective on how the future of media is unfolding. The report will be produced as both a freely downloadable pdf, and a hard-copy document available to Summit attendees, sponsors, partners, and for sale to the broader market.

Key themes that will be researched and featured in the report include:

- :: Industry Structure
- :: Emerging Business Models
- :: Future of Media in Asia
- :: Globalization and Localization of Media
- :: Mobile Media and Social Networks
- :: Influence Networks

### Podcast Series

A podcast series will feature leading thinkers and participants globally in creating the future of media, including key Summit speakers, partners, sponsors, and others.

### Thought Pieces on the Future of Media

All Summit speakers and sponsors will be invited to create a small piece of multimedia content to encapsulate their thoughts on the future of media, of a maximum of six minutes length. These Thought Pieces may be blog posts, pdfs, video, flash, audio or any other form of content. They will be posted on the Future of Media Summit website so Summit attendees can discover the speakers’ key insights before the event. In some cases the content will be shown at the Summit.

*“An awesome event. I loved the format and the roundtable discussions. An excellent array of speakers who all had very strong points.”*

**Carolyn Stafford, Director, Connect**



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*“Stimulating conversation and speakers.  
Really enjoyed it all.”*

**Head of Production and Interactive,  
Global Book Publisher**

## **PARTNERS**

The Future of Media Summit will bring together a wide variety of organizations to create an exceptional event. The event will be promoted through Future Exploration Network's extensive global network, the event's association and media partners, blogs and other online promotion, email newsletters, and direct mail. The research and content generated for the report, the Future of Media website, podcasts, thought pieces, and final event, will be provided in media-friendly formats for US, Australian, and global media outlets.

### **Industry partners**

Associations, industry groups, and other member organizations choose to become supporting organizations to the Future of Media Summit in order to provide benefits to themselves and their members. Industry partners receive:

- :: Branding and promotion throughout the conference promotion
- :: Information about the organization, membership applications, and other relevant material included in attendee showbags
- :: Exposure to media involved in covering the event
- :: One complimentary attendee
- :: Member registration discounts

### **Media partners**

Media partners provide exposure to the Future of Media Summit, and receive:

- :: Exposure to influential media industry participants, including advertisers, media buyers, and others
- :: Timely research and content relevant both to guiding strategy and for their audience
- :: Material provided by media partners will be given to Summit attendees

### **Research partners**

In highly selected circumstances Future Exploration Network will work with research partners to create unique, relevant, custom content. This content and the research partner will be featured in global media promotion of the event, on the Future of Media Summit website, and will be distributed to Summit participants. Material provided by research partners must be approved by Future Exploration Network as world-class in content and presentation.

*“The content of the meeting was tremendous.”*

**Dave Lee, Director,  
innovate|create performance consulting**

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*“Well done, try it again soon. A great initiative and well-attended!”*

*Dr Hugh Pattinson, Senior Lecturer, UTS*

## SPONSORSHIP OPPORTUNITIES

### Platinum sponsor:

Investment: US\$12,000/\$A15,000

Platinum sponsor benefits:

- :: One executive to participate in Summit cross-continental panel, or another panel if preferred
- :: Branding for a 2-page section of the Future of Media Report 2007 (all content to be approved or created by FEN)
- :: One executive interviewed for Future of Media podcast series
- :: Company logo included on all promotional material for the Summit, including Future of Media Report brochures, email invitations from FEN and supporting organizations, website, blog, podcast site, Summit reception, print advertisements, post-event communication, and in event PR/ media promotion
- :: Company material included in attendee showbags or placed on attendee tables
- :: Six complimentary guest passes for company executives or clients
- :: Display one corporate banner at the event
- :: A small table to distribute marketing material and speak to delegates
- :: One mailer sent to event attendees (subject to privacy legislation)

### Gold sponsors:

Investment: US\$6,000/ \$A7,500

Gold sponsor benefits:

- :: One executive to participate in morning panel
- :: Branding for a 1-page section of the Future of Media Report 2007 (all content to be approved or created by FEN)
- :: One executive interviewed for Future of Media podcast series
- :: Company logo included on all promotional material for the Summit, including brochures, email invitations from FEN and supporting organizations, website, blog, podcast site, Summit reception, print advertisements, post-event communication, and in event PR/ media promotion
- :: Company material included in attendee showbags
- :: Four complimentary guest passes for company executives or clients
- :: A small table to distribute marketing material and speak to delegates

### Silver sponsors

Investment: US\$2,000/ \$A2,500

Silver sponsor benefits:

- :: Company logo included on all promotional material for the Summit, including brochures, email invitations from FEN and supporting organizations, website, blog, podcast site, Summit reception, print advertisements, and post-event communication
- :: Company material included in attendee showbags
- :: Two complimentary guest passes for company executives or clients (including company representative)
- :: A small table to distribute marketing material and speak to delegates

### Technology sponsors

Technology sponsors provide key supporting technology for the Future of Media Summit. Similar benefits to those available to corporate sponsors will be offered in line with the value of the services provided. Technology offerings are likely to be bundled together in a single sponsorship package, however we are open to sponsors who wish to provide single elements required. Key technologies required include:

- :: Conference link between Sydney and San Francisco, including video and audio
- :: Concurrent and post-event video capture and streaming

**Note:** Any panelists from sponsors must be approved by the organizers as top-level experts on the subject. Panelists are invited to share and demonstrate expertise, and not to promote their company.

All costs associated with producing and delivering company materials, giveaways, logos, banners etc. are the responsibility of the sponsoring organization.

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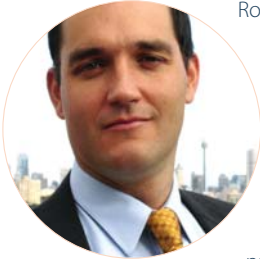
*“I greatly enjoyed the conference.  
New insights, new impulses, new contacts.”*  
**CEO- Asia, Global Trade Magazine Publisher**

## ABOUT FEN

Future Exploration Network (FEN) assists major organizations globally to gain insights into the future, and to develop strategies and innovation capabilities that create competitive advantage.

Clients of FEN's key executives include American Express, CNET, Coca-Cola, Deutsche Telekom, IBM, KPMG, Macquarie Bank, Microsoft, Morgan Stanley, Toyota, Unilever, and Virgin.

### Ross Dawson: Chairman



Ross Dawson is a globally recognized business strategist and authority on the future of technology and business, the best-selling author of *Living Networks* and *Developing Knowledge-Based Client Relationships*, and a frequent international keynote speaker. His work is regularly featured in leading print and broadcast media worldwide such as CNN, Bloomberg TV, Washington Post, Reuters, SkyNews, ABC TV, and Channel News Asia. Ross also writes the highly influential *Trends in the Living Networks* blog ([www.rossdawsonblog.com](http://www.rossdawsonblog.com)).

### Richard Watson: Chief Futurist



Richard Watson is a leading international trend-watcher and futurist, having established organizations including [nowandnext.com](http://nowandnext.com), a bi-monthly review of new ideas, innovations and trends, Global Innovation Network, and Free Thinking. He is a columnist for Fast Company and regular writer for other leading publications globally, and is a non-executive director of international design firm Elmwood.

## GLOBAL BEST-OF-BREED EXPERTISE

FEN complements its core resources by drawing as required on a broad network of global best-of-breed experts. This allows us to deliver unique, world-class services for projects of any scale.

## SERVICES

### Strategy consulting and research

FEN applies a range of tools and approaches, including scenario planning, to assist its clients to develop clear, actionable strategies in highly uncertain environments. It also undertakes research projects to support its clients in addressing specific industry challenges and issues.

### Events and in-house workshops

FEN creates focused, relevant, highly interactive conferences and events that bring together the best minds in the field. It enables valuable connections to be made between the most switched-on people and ideas. Executive presentations and workshops can be custom-designed for the client's industry to stimulate, provoke, and provide input into specific strategic decisions.

## CONTACT US

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