

London Business Conferences



ISP FUTURE CONTENT MODELS & ENFORCEMENT STRATEGIES

7th-8th July 2008, Holiday Inn, London Kensington Forum

Developing New Online Business Models And Devising Innovative Strategies For Effectively Tackling Copyright Infringement On The Internet & Stamping Out Unlawful Downloads

Over 20 Director-Level Speakers From Key ISPs, Global Content Providers,
European Government and Regulatory Bodies Including:



Nicholas Lansman,
Secretary General,
ISPA UK



Juhani Kivikangas,
VP Content,
Teliasonera



Dave Simpson,
Director of
Regulatory Affairs
BSkyB



James Blessing,
COO,
Entanet



Geoff Taylor,
Chief Executive,
BPI



Trevor Albery,
Vice-President, EMEA Anti-
Piracy Operations,
Warner Bros. Entertainment
Group, Europe

Structuring Future New Business Partnerships Between ISPs & Rights Holders
To Monitor And Control Copyright Infringement & Legitimise Content Online

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Developing New Online Business Models And Devising Innovative Strategies For Effectively Tackling Copyright Infringement On The Internet & Stamping Out Unlawful Downloads

SELF-REGULATION?

Re-Assessing Business Models For ISPs & Rights Holders To Encourage More Legitimate Content

REGULATION?

Understanding The Latest Regulatory Developments, What Rules Might Be Applied, and How They Will Impact Your Business

ISP Future Content Models & Enforcement Strategies 2008 is a crucial summit bringing together key ISPs with global Content Providers to examine the formulation of new and innovative business models for creating a legitimate content offering on the internet. An unique, European benchmarking opportunity, this summit examines the latest on regulation in the UK and elsewhere in Europe to understand how to overcome the legal, technical and financial barriers posed by regulation, and importantly, how this can be done in a cost-efficient and timely way. **Hear solutions from leading ISPs and regulators across Europe, including UK, France and Sweden.**

Defining Future Strategies on Content

With ongoing discussion on whether the industry will go down the regulatory or self-regulatory route, it is fundamental for **ISPs and Content Providers to establish open value partnerships in order to build effective business models for re-inventing content generation on the internet.** The financial value associated with content and creativity has broken down due to high prices and increasing duplication of material. Only through re-developing business models and partnerships between ISPs and Content Providers, and exploring new ways of distributing and selling content to the consumer can we re-build its worth as a fundamental, and saleable, commodity in today's markets. The industry must now take action to monetise content, re-connect with the consumer and **protect rights for the next generation internet.** The Summit will present important insights from key ISPs and content providers including **BSkyB, Orange, Teliasonera, Warner Bros, the BPI, Playlouder, Yahoo! Music** and **Last.fm** on the latest business models being developed to re-build content generation revenue.

Day One of the Summit will start with crucial inputs from both the ISPs and content providers to examine who is responsible for protecting copyright online. Regulators at European and national level will assess the latest proposals for ISP enforcement legislation, and strategies to overcome the legal and financial hurdles across international boundaries. Summit participants will then explore alternative models for content sharing revenue, incorporating perspectives from a range of content providers who have partnered with ISPs to create a legitimate content offering online. Special sessions will move onto examine the evolving role of content in the digital era, managing the licensing of rights against the development of new forms of content in different windows, the value of on demand and the implications for piracy and copyright infringement.

Day Two of the Summit will kickstart with an ISP-rights holder panel analysing consumer awareness on content online. Summit participants will then explore how an agreed self-regulatory model might work before discussing the feasibility of filtering technologies to prevent unlawful content and maintain clear and running networks, and the viability of other decryption and digital rights technologies.





08.30 Coffee and Registration

SHOULD ISPS BE RESPONSIBLE FOR COPYRIGHT INFRINGEMENT & UNLAWFUL DOWNLOADING ON THE INTERNET?

09.00 Chair's Opening Remarks

Nicholas Lansman, Secretary General, ISPA UK
The chair will introduce the event, giving an update on the background to the topic and clarifying the key issues for discussion. - What rules might be applied on unlawful downloading? And WHY should ISPs be responsible for rights protection? Is the industry facing regulation or can ISPs and rights holders collaborate and, effectively, self-regulate? If collaboration and self-regulation is viable, what are the emerging new business models on revenue content sharing that are emerging? And which models offer optimal solutions on content-protection?

09.05 **OPENING KEYNOTE PANEL**
Who Is Responsible For Protecting Copyright Online? Presenting the ISPs' perspectives over content distribution and rights protection

- Collaborating with rights holders to deliver a self regulatory conclusion on copyright infringement and unlawful downloading that delivers for everyone, including customers
 - Copyright protection - should ISPs really have access to data that gives them the ability to look at what consumers are doing on the internet?
 - Examining the current legislative remedies available to rights holders to see what is already available - why aren't they following those remedies?
 - Combating piracy through awareness campaigns and maximising the use of existing remedies - both legal and technique based
- Presenting the key rights holder perspectives**
- Outlining the case in favour of regulation - ensuring that there are strong legal remedies in place to stamp out copyright infringement, piracy and illegal downloading
 - If legislative moves in favour of what rights holders want - what are the terms? What are the paths in this area?
 - Working with the European Commission and national governments to implement new revenue protection measures
 - Pushing the introduction of new technologies, including filtering and DRM

Michael Bryan-Brown, Senior Corporate Counsel and Director Regulation, Liberty Global
Geoff Taylor, Chief Executive, BPI
James Blessing, COO, Entanet
Nicholas Lansman, Secretary General, ISPA UK

AN UPDATE ON THE LATEST REGULATORY DEVELOPMENTS - WHAT RULES MIGHT BE APPLIED?

10.30 The Latest View From The European Commission On Tackling Copyright Infringement On The Internet - Including The Swedish Decision Not to Move Forward With The Proposal To Disconnect Users

- Understanding the latest proposals behind EU legislation & difficulties of regulating content online
- Views on whether the French proposal fits into the framework of the e-commerce and copyright directives and whether it could become European Community law
- Overcoming copyright issues
- Online licensing
- Drawing lessons from Sweden's decision not to legislate
- ISPs and digital content delivery outside Europe and America: emerging trends from different jurisdictions

Thomas Myrup, EU Internet Policy Director, Microsoft

Stefan Johansson, Deputy Director, Ministry of Justice, Division for Intellectual Property and Transport Law, Sweden

Richard Owens, Director, Copyright E-Commerce, Technology & Management Division, WIPO

11.00 Refreshments Served in the Networking Exhibition Area
11.30 Gaining Clarity On How The UK Government Is Planning To Tackle Unlawful Downloading & Piracy In The Absence Of Self-Regulation

- Promoting better public awareness of legal actions against copyright infringement
- Reviewing problems with the current self regulatory model
- Overcoming the foreseeable challenges that the government can see with its plans

11.55 The Olivennes Agreement: Implications For Rights Holders and ISPs

- Understanding exactly what the French Olivennes Agreement means
- How the notice of disconnection would work
- Latest views on filtering technologies
- Overcoming the financial and legal issues of data storage and copyright

Olivier Henrard, Legal Advisor to the Minister of Culture and Communication, French Government

12.20 Lunch served in the Networking Exhibition Area

MAXIMISING THE SUCCESS RATE OF EXISTING REMEDIES FOR COMBATING COPYRIGHT INFRINGEMENT AND UNLAWFUL ACTIVITY

13.50 Defending Existing Legislative Remedies Available

- The history of ISP protection: why it's there, why it's important
- What do we lose in criminalising our consumer base?
- Legislative and bi-lateral agreements: short term solutions with long-term consequences?
- Alternative commercial arrangements, based on demand rather than denial

Danny O'Brien, International Outreach Coordinator, Electronic Frontier Foundation

14.15 Finding An Equilibrium Between The Rights Of ISPs, Rights Holders And The Consumer

- What role are the ISPs playing in this area
- How is it handled across different EU Member States
- Who are the people infringing on the rights using peer to peer networks
- Role of Austrian ISPs with regards to copyright infringement

Kurt Einzinger, President, EuroISPA

EXAMINING NEW BUSINESS MODELS FOR LEGITIMISING CONTENT

14.40 Examining Innovative Approaches For Creating New Business Models And Bi-Lateral Commercial Agreements That Manage Copyright Infringement

- Analysing the success rate of different business and revenue sharing models - what's working, what isn't?
- Pricing
- Content bundling
- Pay as you go
- Ad funded models
- What's the take up? How many consumers are signing up to these services

- Enforcing the protection of copyright
- Agreeing on win/win pricing structures
- Reconciling the service with the consumer so they understand they are getting a reasonable amount of content for their money

Juhani Kivikangas, VP Content, Teliasonera

Steve Purdham, CEO, We7

15.20 Afternoon Refreshments served in The Exhibition Area
15.50 Analysing The Latest Music Industry Business Models - What Is Consumer Take Up, And How Effective Are The Content Protection Measures?

- Commercial partnership opportunities between content owners and ISPs that enable bundling of content with broadband access
- Assessing the optimum pricing models
 - Pricing bundles and subscription models lower to attract consumers
 - Bundling supplemental material including content not usually available in the peer-to-peer channels
- Managing legal issues of copyright infringement content - what are the new measures to protect content?
- Keeping control over unauthorised redistribution of content online
- Unbundling music and creating a legal "try-before-you-buy" system

Paul Hitchman, CEO, Playloder

16.20 Exploring New Commercial Models For Legitimate Video Content

- Working with content delivery networks to make the streams secure
- Collaboration between broadcasters, ISPs and content providers to enable access to content on the system
- Current solutions to piracy and guarding secure networks
- Understanding the relationship between video on demand (VOD), the theatrical window and DVDs
- Analysing the best economic model for windows distribution - is the size of the current VOD market substantial enough to have a significant impact on other media

Eric Huggers, Group Controller, Future Media and Technology, BBC

Mike Morrison, Commercial Director, ESPN

17.00 Adopting an Advertising Funded Model of Revenue Generation

- What will the consumer experience be?
- Business obligations for participating P2P client
- Opportunities for service-and-support companies
- Requirements for rights holders and financial models for how advertisers should pay
- Breaking down revenues to ensure they are shared fairly between distributors and content owners
- What are the key ingredients for success with an advertising-supported content business?

Ventura Barba, General Manager Music, Yahoo! Music Europe and Canada

Dominic Houston, Head of Labels, Last.fm

17.40 Chair's Closing Remarks & Close Of Day One

17.50 Networking Cocktail Reception for Speakers and Delegates



08:30 Coffee and Registration
09:00 Chair's Opening Remarks
Feargal Sharkey, Chief Executive, British Music Rights

09:15 Engaging Consumers and Developing Content Online
■ Understanding the types of content consumers want
■ What can we offer and at what price
■ Consumer understanding and attitudes to copyright law
Jill Johnstone, Director of Policy, National Consumer Council
Annie Mullins, Global Head of Content Standards, Vodafone
Christopher Moser, Vice President, Digital Sales and Marketing, SonyBMG

10:15 Refreshments Served in the Networking Exhibition Area
EXAMINING DIFFERENT OPTIONS FOR REGULATION IMPLEMENTATION

10:45 Reaching An Agreed Self-Regulatory Model That Suits ISPs, Rights Holders & The End User
■ Defining final termination – could customers, for instance, simply sign up with another ISP?
■ Who is going to indemnify against any damages if the notification from the rights holder turns out to be a mistake or account for any liabilities?
■ How easily can ISPs shut down content and selectively switch off sites?
■ Determining who should carry the cost of implementing systems and processes – does it differ for regulation or a voluntary agreement?
■ Assessing the right, obligation and possibility of providers to monitor data

Dave Simpson, Head of Broadband Regulatory Policy, BSkyB UK plc
Simon Persoff, Director of Regulatory Affairs, Orange Home
Trevor Albery, Vice-President, EMEA Anti-Piracy Operations, Warner Bros. Entertainment Group, Europe
David Evans, Senior Data Protection Practice Manager, Information Commissioner's Office

11:45 The Implications Of The "3 Strikes And You Are Out" Approach – How Might This Work In Practice?
Daniel Fava, President, AFA and Chief Business Officer, Telecom Italia, France

FILTERING & DRM TECHNOLOGY SOLUTIONS: GAINING A REALISTIC UNDERSTANDING OF WHATS TECHNICALLY FEASIBLE AND HOW MUCH EACH OPTION WOULD COST

13:30 Clarifying The Technical & Legal Complications Associated With Filtering Technologies
■ Evaluating the full range of technologies, including several vendor presentations on the latest innovations
Malcolm Hutty, Head of Public Affairs, London Internet Exchange

14:15 Examining The Latest Advances In Filtering Technologies
■ Who is feeding the filters? Who is paying for the cost?
■ Is it the host provider who has to pay the content provider or the copyrighter actually?
■ Determining between an illegal and a legal download – how feasible is filtering really as a proofing technology?
■ Analysing the latest technology and changes on the market
Innocenzo Genna, Director, AIIP (Associazione Italiana Internet Providers)

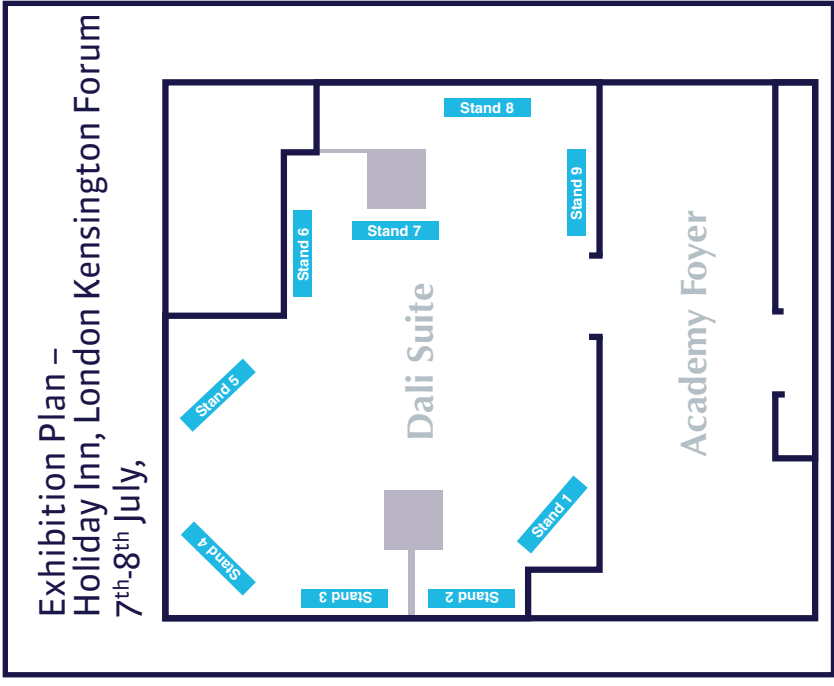
15:00 Refreshments Served In The Networking Exhibition Area
15:30 Examining Which Professional Model Of DRM Works
■ Technical decryption methods
■ Evaluating the impacts of digital watermarking as a DRM substitute
■ What are the terms for access to content and licensing on a geographical basis
■ Tackling the circumvention of geoblocking by users logging on to a "virtual private network"
■ Overcoming loopholes in bypassing country-specific websites
■ Developing strategies to make the consumer more preferable to such technologies
■ Other options?

DRM PANEL
Facilitated by **Ted Shapiro, Deputy Managing Director, Vice President and General Counsel – Europe, Motion Picture Association**

16:15 Options For Recovering The Operational Costs Of Managing Unlawful Copyright Infringements From Rights Holders & Content Owners
■ Evaluating opportunities for external or regulatory bodies to cover part of the cost involved in retrieving data
■ Abiding by any request to intercept and managing different methods of data interception, storage and access by each ISP
■ Should ISPs be expected to hold data long enough to determine who the infringer is?

■ Looking at ways to make the investigations better to reduce costs from storage, staff time, new management processes, setup and running costs; as well as data retention, processing, hand-over, billing, regulatory compliance
■ Overcoming problems of opening up powers to more people and increasing risks of data misuse and different data laws with access to communications data
■ Managing proportionality and resourcing of time and law enforcing investigations
Mark Gracey, Content Regulation Manager, Thus
Charles Miller, Secretary to Data Communications Group, Home Office, UK

17:00 Chair's Closing Remarks and End of Summit



12:10 Lunch Served in the Networking Exhibition Area



ISP FUTURE CONTENT MODELS
& ENFORCEMENT STRATEGIES

What Past Sponsors Have Said They Like About Our Events

- Exhibitor lounge adjacent to main conference room which facilitates networking
- High proportion of government attendees
- Good spread of countries represented, a truly global event
- Really in-depth discussions that get to the root of the issues and challenges faced by the industry
- Full contact information of delegates (who have opted in) is provided to sponsors and exhibitors after the event

London Business Conferences

London Business Conferences Limited is a UK based company specializing in hosting global, industry-specific summits for end-users of new technologies, including government, research and private sector organizations. Our mission is to combine the traditional values of programme integrity and quality as well as excellent customer service with outstanding value for money.

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www.isp-content-regulation.com

Official Association

The Internet Services Providers' Association (ISPA UK) is the UK's Leading Trade Association for providers of Internet services.



ISPA UK was established in 1995 and promotes competition, self-regulation and the development of the Internet industry.

As a trade association, membership is voluntary but the companies who choose to become members of ISPA agree to abide by the ISPA UK Code. ISPA members' allegiance to the Code means that consumers can view the ISPA UK logo as a mark of commitment to good business practice.

ISPA's main activity is in making representations on behalf of the industry to Government bodies, such as the Home Office, the Department for Business, Enterprise and Regulatory Reform and Ofcom. Government and political representatives often approach ISPA for its knowledge and expertise.

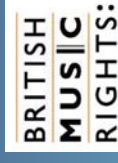
Over 200 companies in the UK benefit from membership of ISPA.

Policies are agreed by the ISPA Council, a body of up to ten people selected from and representing the various interests of the membership. The Council is served by a secretariat.

ISPA UK was instrumental in establishing EuroISPA, a European federation of Internet Services Providers' Associations. EuroISPA voices ISPs concerns to politicians and officials at European Union level and influences EU Internet policies.

www.ispa.org.uk

Official Supporter



British Music Rights was established in 1996 to speak on behalf of the UK's vibrant and diverse songwriting, composing and music publishing community.

We act as a single consensus voice for more than 50,000 UK composers, songwriters, music publishers and their UK collecting societies, representing them where appropriate to Government, the media, industry and the public. We work in a number of ways, including lobbying, research, education, and PR, to raise awareness about issues that affect British music creators and publishers, both in the UK and abroad.

Our member organisations are the British Academy of Composers and Songwriters, the Music Publishers Association, the Mechanical-Copyright Protection Society and the Performing Right Society.

Who Will Attend?

VPs of Regulation

Directors of Legal and Regulatory Affairs

VPs of Digital Distribution & Development

VPs of Networks

VPs of Anti-Piracy

Directors of Network Security

Technology Directors

Heads of Content

Directors of Music & Video

Heads of Gaming

New Media Content Directors

Directors of Content Regulation

Directors of Marketing & Consumer Relations

Technical and Networks Directors

VPs, Business Development Content

Technical Directors, Content



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Contact us by any of the above methods to reserve your place, then post a copy of the registration form together with your payment to:

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