



BRITISH ASSOCIATION *for* SCREEN ENTERTAINMENT

BASE Insight Forum Agenda
16 March 2017

The Consumer Journey

Welcome and Networking

Aodan Coburn, EVP International, Sony Pictures Home Entertainment and Vice Chair, British Association *for* Screen Entertainment: Adding growth in a vibrant multi-channel sector

Joanna Levesque, Accenture: Entertainment market in the emerging economy
Digital and economic trends for the UK consumer

Jonathan Broughton, IHS Markit: An Entertainment market of options
The evolution of home entertainment and growing opportunities to monetise content

James Brown, Kantar Worldpanel: Demographics impacting catalogue
A delve into the catalogue market looking at which group/demographic is having the biggest impact on home video sales

James Duvall, British Association *for* Screen Entertainment
Overview of the morning

Rudy Osorio, HMV: A word on collaboration

Networking Break

An Interview with Eddie Izzard
Johnny Fewings leading the conversation around Eddie's illustrious career across comedy, TV, stage, film, politics and an iconic approach to charity with his phenomenal marathon regime

Dan Calladine, Carat: Content of the future
Screens are integral to our industry and are now more than ever, central to our lives, but how will this change in the future, how will we be consuming content and using screens in 2020?

David Hepworth: The Human Factor
An observational piece charting the changing habits of audiences

Nicola Pearcey, Lionsgate: Closing Remarks

Coffee and Networking