

# WATERSHED

bTWEEN MEDIA  
bTWEEN PEOPLE  
bTWEEN CITIES  
bTWEEN 09

Thursday 11 June b.TWEEN webstream programme at Watershed

For info on individual sessions, visit <http://www.btween.co.uk/pages/thursday-11th-june>

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| 09:35<br>-<br>09:45 | Welcome                              | Katz Kiely (Just-b.)  |  |
| 9.50 -<br>10:10     | Being<br>Human                       | Mark Earls (HERD)   | "Who are we? Given the challenges we currently face - in business and the broader world, now seems a good time to check in on what the behavioral and cognitive sciences have been discovering over the last couple of decades about humans & human behaviour. Far from being the thinking, calculating, independent creatures that classical economics and our parents would like us to be, we humans are much smarter than that: we are 'super social apes'. Mark highlights some of the important insights for his work and raises some questions for the rest of us"   |
| 10:10<br>-<br>10:55 | Telling<br>Tales                     | Brad King (Ball<br>State Uni)<br>Alfie Dennen<br>(Agit8)<br>Dan Hon (Six to<br>Start)<br>Alex Fleetwood<br>(Hide & Seek<br>Festival)<br>Kelly Sweeney<br>(Bebo) | A long, long time ago, in a mediascape that feels very, very far away, groups of people would sit together staring at a single screen, or listening to a radio. Storytellers told them stories that had a beginning, a middle, and an end.<br>Then one day, a funny thing happened, and everything started to change<br>A new wave of story-tellers have ripped apart the rules and are exploring what new narratives might look like across a distributed landscape. The new narrative forms come in many shapes and sizes, blurring the lines between producers that produce and consumers that consume<br>Their success is based on the strength of the communities that surround them - but how can the few early adopters be mobilised to create a product that is valuable to commissioners?<br>These four speakers come from very different backgrounds, bridging the gap between commercial and creative narratives, and tell their stories in very different ways |
| 10:55<br>-<br>11.40 | Brand<br>Grenades,<br>Sacred<br>Cows | Michael Bayler,<br>Thomas Benski<br>(Pulse)<br>Jamie Conygham<br>(Dojo)<br>Morgan Holt<br>(HUGE)  | What is branded content, where did it come from and what does success look like?<br>A tale is told across a changing and shaky industrial landscape. Brands, it is said, in an attempt to open new conversations with new audiences, will become content commissioners<br>Brands gain loyalty from the new sophisticated consumer by creating real value for them. Digital pioneers have the experience and ideas to help them in this quest.<br>If this is the case, where do traditional agencies fit into non-traditional structures? What would more appropriate agencies look like? What do Brands look like, how do they sound. What is the best way to start a conversation with them?<br>This panel will kick some sacred cows and lob a few brand grenades at some of the myths that  |

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|                     |                     |  | have sprung up around the Holy Grail of Branded Content   |
| 13:35<br>–<br>13.55 | Press Play          | Matt Costello  | We played as kids, endlessly creating rule-less and rule-filled worlds of story and game. We lived in and created fantasies that now seem to vanish all too easily in the serious world of 360-design, mega-million cross-media projects. But play is essential to the heart and the creative potential of any project that is designed to excite both the creators and the potential audience<br>To remind us of that all-important fact - and perhaps even prompt some new creative strategies - Matt will deliver 20 minutes of playful exercises and and demonstrations, each with a clear point... that any kid would understand   |
| 13:55<br>-<br>14:40 | Making A Difference | Andy Bell (Mint Digital)<br>Adam Gee (Channel 4)<br>Andy Gibson (School of Everything)<br>Lucy Willis (Raw TV) | The place where online meets real world is a fascinating interface, full of possibilities and opportunities for positive change.<br>This session revolves around three successful and innovative cases where connecting people online has brought about worthwhile change on the ground. Landshare links people who want to grow their own food with spaces where they can grow it; School of Everything connects know-how and knowledge with learners; and Battlefront links teenage campaigners with supporters for their causes. All three use online community and social media to achieve their important real world ends.<br>The road to social innovation, however, is paved with technical, editorial, legal, and all manner of other bumpiness. Prime movers from each of these initiatives share their experiences along the way and discuss how these challenges have actually been addressed and how opportunities have been effectively seized. Issues like sustainability, business models, scalability and motivation are explored |
| 16:00<br>–<br>16:45 | Future Media        | Sheldon Brown (CRCA)<br>Herb Enns (EMC)  | The Future Media workshop introduces innovative forms of Next Generation Digital Media (NGDM) from Australia, California and Canada.<br>A cinematic revolution of visualization technologies, complex projection environments, gaming techniques, and spatial audio systems are creating compelling opportunities for new narrative forms.<br>Workshop themes include high capacity broadband infrastructure; increasingly sophisticated compression algorithms; image resolutions at 4K, 8K, 12K, 28K and 68K@50 frames per second; the resurgence of AI; powerful projection systems; stereoscopic imaging; high performance fibre optic networks; and radical distributed (“cloud”) computing<br>These culture-shifting technologies and applications collapse the space between artificial and real environments, offering the potential for rich qualitative experiences   |
| 16:45<br>–<br>17:15 | Closing session     |  | Session chairs will be tasked with bringing one key issue from their session into the main arena to converge the divergent themes of the day.<br>During the day, we invite you to use twitter to let us know the most popular and biggest burning issues that have not been explored in the first day of b.TWEEN 09<br>Use the twitter hashtag #bt09Qs  |

## Friday 12 June b.TWEEN webstream programme at Watershed

For info on individual sessions, visit <http://www.btween.co.uk/pages/friday-12th-june>

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| 10:15<br>–<br>10:20 | Welcome                        | Katz Kiely (Just-b.)   |   |
| 10:20<br>-<br>10:40 | Manifesto for Mutual Media     | Charles Leadbeater   | <p>Connected technologies enable new ways of interacting with media and with communities, through a variety of packed interchanges between producer, content creator and user. The social potential of these technologies is immense - and the turmoil around them equally massive.</p> <p>The key organising principle behind success in this new mutual landscape - in public, private, political, commercial, cultural sectors - lies in whether organisations are willing to share, and what can be shared.</p> <p>Established notions of ownership and control are challenged - audiences refuse to be trapped into walled gardens and will run to free pastures if attempts are made to hamper their movement. It is difficult to imagine where traditional structures fit into changing models.</p> <p>Traditional organisations need to understand the nature of this powerful beast, to put content out there and watch where it goes and what their communities are saying about it.</p> <p>In this short, powerful presentation, Charles will show how concepts of New Media are dead by exploring new behaviours, languages and paradigms evolving around mutual media on social platforms.</p> |
| 10:40<br>-<br>11:25 | When Dinosaurs Ruled The Earth | Peter Buckingham (UKFC), Jane Finnis (Culture 24), Will Gompertz (Tate Media), John Newbiggin        | <p>Our big established cultural institutions - museums, art galleries, libraries and archives - have spent decades and even centuries developing the ways in which they allow, and control, public access to their collections.</p> <p>Now they are having to re-invent how they function - not just how they interact with the public but how they organise their collections, their research, their language, and their staff teams. Find out how some of the leading edge practitioners are wrestling with the big questions of how to develop the software, digital architecture, tools, partnerships - and rights management - they need to survive and prosper in the new world.</p>  |
|                     | Boom & Bust 2.0?               | Jon Mitchell (Spotify), Michael Nutley (NMA), William Owen (Made by Many), Giles Rhys-Jones (Ogilvy) | <p>The race is on to grow the most populated, frenetic, loyal online network - and investors are piling in funds to support the race.</p> <p>Certain platforms dominate the landscape (YouTube, Facebook, Twitter), but online success has its cost. More user activity means more content to host, more server space and more money to keep them alive. How will these money pits ever make the investors the profit they expect? Are we careering towards the next boom and bust?</p> <p>Social networks raise revenue from their communities in a number of ways - cashing in on user information, advertising, subscription, selling virtual goods - but do they really turn page impressions into enough hard cash to cover mounting costs? How can larger corporations gain real value through the use of social platforms?</p>   |

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|                     |                             |  | <p>We have all seen what happens when old media mentality tears horrifically onto new media platforms. The session will explore how, and if, new entrants - including brands and traditional media - should engage with social media. What is the end game?</p> <p>This panel will share their experiences, good and bad, and explore what a successful future might look like</p>   |
| 14:20<br>-<br>14:40 | How To Botch A Relationship | Jonathan Drori (Changing Media)  | <p>Government departments and big public bodies. Eager commercial outfits - from sole-traders to multinationals. They so want to do business together. Really they do. But all too often it goes horribly wrong because the parties involved often don't understand each other or even want the same things.</p> <p>Drawing on his senior experience in each camp, having observed aghast at repeated slow car-crunches, Jon will describe the sure-fire ways to avoid constructive relationships, or to screw them up once and for all if, against all odds, they get going.</p>  |
| 14:40<br>-<br>15:25 | Where's The Money?          | Peter Cowley (Endemol), Ellen Marzell (In Game Advertising), Johan Vosmeijer (Sellaband) | <p>Peter Cowley and his panel of experts discuss where the money is coming from for digital media projects.</p> <p>As well as discussing what is making money in music, games, entertainment they look over the sessions at b.TWEEN and analyse the best business models being discussed. Is there money in the new 'app' stores popping up in the mobile space, is advertising going to pay the bills or does the consumer now have to pay for its on-line content?</p> <p>Perhaps Crowd Funding is the way forward!</p>  |
| 16:00<br>-<br>17:00 | Pitching In                 | Ewan McIntosh (4iP), Jake Redford (Orange), Nicole Yershon (Ogilvy)                      | <p>Through an open submission process, we looked for innovative and inspiring cross-platform seed ideas from the best of the North East and South West.</p> <p>The projects are designed to bridge the generation gap or engage communities in social, political or environmental causes</p> <p>After successfully pitching at Crossing The Void (Bristol) and re:boot re:place (Newcastle), the five finalists received £1000 and attended a day-long workshop with an expert mentor to refine and develop their ideas further.</p> <p>Using the Quickfire format - 10 slides, 30 seconds per slide - they will have just five minutes to sell their final ideas, share who they are, and explain what they do.</p> <p>Our industry panel will feedback on each idea, sharing their expertise and insight</p> |