



Digital Switchover: is there a Cultural Dividend for Scotland?

Challenges and Opportunities for the Post-Digital Age

FRIDAY 23rd NOVEMBER 2007

APEX INTERNATIONAL HOTEL, EDINBURGH



David Cairns MP
Minister of State,
Scotland Office
KEYNOTE SPEAKER

Sponsored by:



Supported by:



Media Partner:



Digital Switchover: is there a Cultural Dividend for Scotland?

Challenges and Opportunities for the Post-Digital Age

By 2011 Scotland will be a fully digital television nation. The switchover process and the management of the old analogue airways freed up by the switch – the Digital Dividend – are reserved matters.

However, the impact of DSO will be felt across key areas of devolved policy – from social inclusion and rural policy to efficient government and economic growth. Significantly, it goes to the heart of Scotland’s cultural agenda.

Television is the most powerful and immediate form of cultural self-expression our society has. The SNP government has already outlined its wishes for a dedicated Scottish channel within the post-digital BBC line-up. But is this enough? Digital switchover also opens up new opportunities for more localised and community-based services which would nurture grass-roots cultural activity and encourage greater social cohesion. Local digital services can provide more relevant local news and entertainment, access to local services, consumer information and enhanced democratic participation.

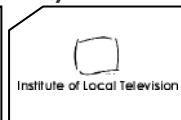
As Ofcom’s Digital Dividend Review consultation timetable is extended, this one-day conference will ask – what’s in it for Scotland?

Are Scotland’s national, cultural, economic and social needs being fully considered within the UK-managed switchover process? How can the post-digital age transform Scotland’s policy and cultural environment?

Sponsored by:



Supported by:



Media Partner:



AGENDA

- 09:00 – 09:40** **Registration**
- 09:40 – 09:50** **Welcome & Introduction by Chair**
- 09:50 – 10:10** **David Cairns MP, Minister of State, Scotland Office**
Keynote Address: Scotland and the UK policy context
- 10:10 – 10:25** **Question and Answer Session**
- 10:25 – 10:40** **Paul Hughes, National Manager, Scotland, Digital UK**
John Askew, Border Regional Manager, Digital UK
The switchover process: an update from the Borders
- 10:40 – 10:55** **Trish McAuley, Head of Corporate Resources, Scottish Consumer Council**
In reply
- 10:55 – 11:10** **Question and Answer Session**
- 11:10 – 11:30** **Refreshments**
- 11:30 – 11:45** **Alan Stewart, Head of Broadcasting & Telecommunications, Ofcom Scotland**
Managing the market, protecting the public interest: the role of the regulator
- 11:45 – 12:05** **Ian Small, Head of Public Policy & Corporate Affairs, BBC Scotland**
Scotland and the future of publicly funded broadcasting
- 12:05 – 12:25** **Ken Hay, Chief Executive, Scottish Screen**
DSO – the Scottish Screen perspective
- 12:25 – 13:00** **Question and Answer Session**
- 13:00 – 14:00** **Lunch**
- 14:00 – 14:05** **Chair opens afternoon session**
- 14:05 – 14:15** **Short Screening: Examples of Local Cultural TV Programming**
- 14:15 – 14:35** **David Rushton, Director, Institute of Local Television**
DSO and the development of local public service broadcasting
- 14:35 – 14:55** **Susan Neal, Communications Officer Corporate Services, Dumfries & Galloway Council**
DSO & public services – the future agenda for Local Government
- 14:55 – 15:15** **Fiona Campbell, Executive Director, Scottish Voluntary Arts**
Cultural entitlements and expanding access: the role of broadcasting
- 15:15 – 15:35** **Question and Answer Session**
- 15:35 – 15:40** **Chair's Closing Remarks**

Who should Attend

Academics

ACTO Members

Arts Organisations

Broadcasters (national and local)

BBC Audience Panel

COSLA

Community Organisations

Community Councils

Consumer Groups

Digital TV Group

Digital TV Supply Group

Ofcom Advisory Group for Scotland

Ofcom Consumer Panel for Scotland

Local Government:

- Chief Executives
- Council Leaders

- Corporate Communications Officers

- Directors of Corporate Services

- Directors of Culture and Leisure Services

- Chairs of Culture Committees

Media Organisations

MSPs & their Researchers

Scottish Executive:

- Policy Advisers

- Civil Servants in Ministry for Culture and External Affairs

- 21st Century Government Group

Scotland Office Officials

Television Production Companies

Voluntary Arts Organisations

Terms and Conditions

Booking forms must be submitted no later than Friday 16th November 2007.

A 25% administration charge will be applied to any booking cancelled on or before Friday 16th November 2007.

No refunds will be given for any cancellation made after Friday 16th November 2007 but substitute delegates are welcome.

All cancellations must be sent by fax, email or letter.

The views expressed by speakers are representative of their own opinions and cannot in any way be attributed to MacKay Hannah Ltd. MacKay Hannah Ltd takes no responsibility for the actions of delegates which are based on such views and opinions.

In the event of speakers being unable to attend, or any other circumstances beyond our control which necessitate change, MacKay Hannah Ltd reserves the right to alter or amend the conference programme or any other particulars as appropriate.

Data Protection

By signing this form you agree to MacKay Hannah Ltd holding and using your details to tell you about any future events that we feel may be of interest to you.

Please confirm that you consent to this by ticking the box.

MacKay Hannah Ltd may also pass on your information to other reputable organisations who we believe may wish to contact you regarding events or services which may be of interest to you.

Please confirm that you consent to this by ticking the box.

FOR OFFICE USE ONLY

Reference	Received	Type	Ackn'd	Payment	Invoiced	Papers
DSO2						

Digital Switchover: is there a Cultural Dividend for Scotland?

Challenges and Opportunities for the Post-Digital Age

Friday 23rd November 2007

BOOKING FORM

BOOKING FORM

Name _____

Organisation _____

Designation _____

Telephone _____ Facsimile _____

Address _____

_____ Postcode _____

E-Mail _____ Date _____

Signature _____

Please advise of any special dietary or accessibility requirements

If your details were incorrect on the address label, please highlight changes with an asterisk when completing the form above or email us with your correct details at: mail@mackayhannah.com

Booking forms should be returned to:
MacKay Hannah Ltd, Crichton House, 4 Crichton's Close, Edinburgh, EH8 8DT
no later than Friday 16th October 2007. If you would like an electronic copy of our booking form,
email us at: mail@mackayhannah.com
to request a copy and specify which conference you wish to attend.

CONTACT US
MacKay Hannah Ltd, Crichton House, 4 Crichton's Close, Edinburgh, EH8 8DT
Telephone: 0131 556 1500 Facsimile: 0131 556 0005
E-Mail: mail@mackayhannah.com Web: www.mackayhannah.com

DELEGATE FEES • DELEGATE FEES • DELEGATE FEES
Note: For these purposes, community organisations are defined as those made up of entirely unpaid staff; any community/voluntary organisations that do not meet this criteria will be charged at the middle rate.

FULL RATE £120.00 + VAT (£141) (local authorities, public and private sector organisations)	<input type="checkbox"/>
FULL RATE 2 DELEGATE SPECIAL RATE: £200 + VAT (£235) (local authorities, public and private sector organisations)	<input type="checkbox"/>
MIDDLE & LOWER RATE £75 + VAT (£88.13) (professional associations, registered charities, trade unions, academics and community organisations)	<input type="checkbox"/>
CONFERENCE PAPERS ONLY £51.00 + VAT (£59.92)	<input type="checkbox"/>



Payment required in advance.
Please make cheques payable to Mackay Hannah Ltd
A 10% discount will apply to a block booking of 5 delegates



cut here

cut here

Topics to be Covered

Scotland within the UK-policy context

The switchover process – an update from the Borders

Scotland and the future of publicly funded broadcasting

Managing the market and protecting the public interest: the role of the regulator

Interactive Digital TV and public services

Developing local public service television

Cultural entitlements, access and the role of broadcasting

DSO, broadcasting and cultural policy



Design & Print: brown brothers (Irvine) Ltd. Tel: 01294 278951

Mackay Hannah Ltd, Registered in Scotland No 255955
Registered Office Crichton House, 4 Crichton's Close, Edinburgh EH8 8DT