



"To achieve high quality telecommunications services at OECD benchmark prices for Australian businesses."

ATUG 2009 Digital Economy Stakeholders' Future Forum - Melbourne

Innovations and Applications – the Demand and Revenue Drivers for NBN Success

Thursday 24 September 2009 – 1.00 for 1.30pm till 5.30pm

GQ-AAS Conference Room,
Level 15, 575 Bourke Street, Melbourne

This Forum on Innovations and Applications will look at the demand and revenue drivers for NBN success. For end users the real interest is in what can be done with NBN type services, for industry the interest is on services that drive returns and investment. For all, new questions arise – are content providers customers of NBN Co, what are the options for Digital Revenue streams, how do we encourage investment and innovation in content businesses?

1.00 pm	Opening tea and coffee
1.30pm – 1.45 pm	Welcome - Katherine Sainty, Sainty Law - Forum Chair Forum outline and presenter introductions – Set the Scene
1.45pm – 2.05pm	Kit Wignall, GQ-AAS – The NBN Content Layer
2.05pm – 2.25pm	Professor Trevor Barr, Swinburne University – End Users and the NBN, Four International Case Studies
2.25pm – 2.45pm	Linda Caruso, The ACMA – Uses and Users of Online Services in an NBN World
2.45pm – 3.15pm	Afternoon Tea
3.15pm – 3.35pm	Matthew Dummett, DIIRD Victoria – Innovations for Government in an NBN World
3.35pm – 3.55pm	Matt English, IBM - Business Focused Innovations for Business in an NBN World
3.55pm – 4.15pm	Chris Winter, ABC – Innovation in Media Services in an NBN World
4.15pm -5.15pm	Interactive Discussion
5.15pm – 5.30pm	Forum Wrap up and Conclusion

Forum Registration:

Cost: ATUG Member **\$70.00 + GST**
ATUG Non Member **\$120.00 + GST**

To: Elizabeth Lawler on Email: { [HYPERLINK "mailto:elizabeth.lawler@atug.org.au"](mailto:elizabeth.lawler@atug.org.au) }

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