

Mumbrella
ENTERTAINMENT
MARKETING
SUMMIT





Welcome to the New Entertainment Audience

How are entertainment brands communicating with a wide-spread, transient audience? There is no denying that the entertainment industry is going through a technology-driven revolution that will continue for years to come, but the elegant (and sometime erroneous) solutions marketers are creating to match their products with new audiences have captured attention both within and outside the entertainment industry.

One of the most traditional sectors is arguably doing the most to find new audiences and promote their content – the arts. What we are currently witnessing is an evolution of the arts – a journey moving it away from leaning on a particular demographic to appealing to a wide audience.

The Museum of Old and New Art (Mona) is a prime example, and its Marketing and Communications Director, Robbie Brammall, is here to explain how it's turned art on its head. But the evolution is not limited to Mona. The Opera House, the Sydney Dance Company, the Australian Ballet and ILBIJERRI will all explain how they're approaching a new age for the arts.

While the arts sector's search for new audiences is spread far and wide, others are tackling a diversification of their audience. Video games is one example. No longer the realm of teenage boys, 41% of gamers are female and the average age is now 35. That presents a fantastic opportunity in that consumer spend on video games has never been higher, but it also creates challenges in finding the right part of that audience for a specific product.

We've brought together Microsoft, Five by Five, Seven and Allure Media – all of whom play in slightly different areas – to discuss this diverse industry. TV, film, radio, publishing, music and the broader entertainment industry have not been immune to industry changes either, which is why we have some of the most senior leaders from the entertainment industry both globally and locally discussing their specific challenges and solutions.

From international executives including David Ian, Chairman of David Ian Productions, one of the world's leading theatrical production companies, and Michael Chugg, Chairman of Chugg Entertainment, to Gold Logie winner Samuel Johnson OAM and Telstra Media's Executive Director, Michele Garra, the range of speakers will provide a diverse mix of opinions and case studies.

We hope you walk away from today's event, and the Mumbrella BEFEST Awards after it, inspired with a raft of new ideas that could push your business further.



Damian Francis
Entertainment
Marketing
Summit Curator

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PLENARY		
8:45am	Welcome – Damian Francis, Curator	
8:50am	Entertainment Marketing: How the Target Market Has Shifted	
9:20am	Telstra: From a Telco, to Techco, to a Leader in Digital Entertainment	
10:05am	Q&A: Michael Chugg on The Challenges and Opportunities in Live Music	
10:50am	Morning Tea	
	STREAM ONE	STREAM TWO
11:15am	Live Now! Is Facebook Live a Genuine Marketing Opportunity?	Making Waves: The Podcast's Reinvention and Market Opportunities
12:05pm	The Challenges of Launching a New Entertainment Brand	Wrestling Reputation in an Always-On World
12:35pm	Lunch	
PLENARY		
1:20pm	International Keynote: How Marketing Has Taken Centre Stage in Live Theatre	
	STREAM ONE	STREAM TWO
2:10pm	Reinventing the Arts for a New Age	Pushing Start: The Video Game Industry You Didn't Know
3:00pm	World Heritage Meets New Tech: The Sydney Opera House's Decade of Renewal	Crossing Borders: How Global Entertainment Players Deal with Regional Audiences
3:30pm	Afternoon Tea	
4:00pm	How Mona Redefined the Art Audience and an Entire State in the Process	
4:45pm	Keynote: How to Win a Gold Logie on Facebook	
5:30pm	Networking Drinks	





8:45am Welcome & Conference Overview

8:50am

Entertainment Marketing: How the Target Market Has Shifted

Entertainment marketing has changed substantially thanks to technological advances. This hasn't just changed the way audiences consume media on-screen, it has also affected the way they choose what they consume off-screen. No matter which way entertainment marketers approach their target market, the rules of engagement have changed. In this session, Nielsen will reveal the statistics around the days, devices and demographics that entertainment content is consumed in. It will highlight how audiences tune in to events and where they are spending their time digesting entertainment-related content.



Monique Perry
Head of Media Industry Group, Australia, Nielsen



Damian Francis
Head of Event Content, Mumbrella (Moderator)

9:20am

Telstra: From a Telco, to Techco, to a Leader in Digital Entertainment

Rebranding from a telco to a techco was just the beginning. Media and entertainment is the new battleground and it's a battle that Telstra has been strategically setting itself up to excel in for quite some time. Telstra has invested heavily in its network, its devices and in a strategic move, is doubling down on the entertainment on those devices to drive differentiation and value, and create an emotional connection with its consumers.



Jeremy Nicholas
Executive Director of Brand & Consumer Business Marketing, Telstra



Michele Garra
Executive Director, Telstra



Damian Francis
Head of Event Content, Mumbrella (Moderator)



10:05am

Q&A: Michael Chugg on The Challenges and Opportunities in Live Music

Michael Chugg doesn't just attract music legends to perform in Australia, he's a legend of the live music scene himself. Many of his achievements have been recognised with a plethora of awards including Pollstar's International Promoter Of The Year (1999, 2008 and 2010). Currently over 40 million people attend live contemporary music performances annually in Australia, with the industry generating revenues of around \$1.5-2 billion each year. Chugg will discuss what this means for marketers and why major brands are consistently turning to it for large-scale marketing partnerships.



Michael Chugg
Chairman,
Chugg
Entertainment



Francis Coady
General Manager,
Havas Sports &
Entertainment
(Moderator)

10:50am Morning Tea

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11:15am

Stream One

Live Now! Is Facebook Live a Genuine Marketing Opportunity?

In the middle of 2016, Facebook launched its spin on live video for the masses, aptly titled, Facebook Live. It reportedly sunk over \$50 million into paying publishers and influencers to use the platform. The search term 'Facebook Live stream' has received a 330% increase since inception according to Google Trends. Facebook has also been in the limelight for other reasons, with content producers looking to get a bigger piece of the advertising revenue pie. More than a year after launch, is Facebook Live working for the brands using it?



Maz Compton
Media Personality,
Super Rad
Productions



Ryan Manning
Content
Distribution
Director,
MediaCom



**Suzanne
Stretton-Brown**
Director of
Marketing,
Universal Pictures
International
Australasia



Nick Smith
Prestige & Lifestyle
Director,
News Corp
Australia



Damian Francis
Head of Event
Content,
Mumbrella
(Moderator)

Stream Two

Making Waves: The Podcast's Reinvention and Market Opportunities

While podcasts have been around for over a decade, it's only recently that they have emerged as one of the focal points of the entertainment industry, with significant investment from both brands and publishers. Large media businesses are investing more and more resources into producing original content, while working hard to convince brands to get behind them to create a new, consistent, revenue stream. Despite this, the market is still somewhat confusing and the competition tough. So how can you create and maximise the potential of a podcast?



Helen McCabe
Digital Content
Director,
Nine Entertainment
Co.



Jay Walkerden
General Manager /
Program Director,
Nova 106.9



Nick Randall
Commercial
Director,
Whooshka



Nicole Papoutsis
Head of Brand &
Marketing,
Genea



Richard Reid
Media Personality
(Moderator)



12:05pm

Stream One

The Challenges of Launching a New Entertainment Brand

Tivo, Slingbox, Netflix - the US has produced some major entertainment technology brands, but not all that made their way to Australia succeeded. While the launch of Amazon in Australia has been headline news this year, its audiobook business, Audible, has been in the market since its soft launch in 2013. Despite this, it has chosen not to shout about its success. In this session, hear about Audible's local marketing, how the brand found its audience and the challenges of marketing a service in an area that was largely unknown locally.



Melissa Compes
Brand
Communications
Manager,
Audible



Paul Wallbank
News Editor,
Mumbrella
(Moderator)

Stream Two

Wrestling Reputation in an Always-On World

Reputation management in the entertainment space has been dramatically affected by new media and technology. With brands and talent now just a few keystrokes away from fans, a lot can go wrong quickly. Technology is an enabler, but it also breeds complexity. When you're dealing with an individual or brand's reputation, the stakes are extremely high. So what do audiences, advertisers and brand partners expect today? How have the rules changed and how do you manage that?



Bec Brown
Managing Director,
The Comms
Department



Anthony Xydis
Chief Marketing
Officer,
Australian Radio
Network



Richard Reid
Media Personality
(Moderator)





12:35pm Lunch

1:20pm

International Keynote: How Marketing Has Taken Centre Stage in Live Theatre

Theatrical productions in Australia account for around \$1 billion in annual revenue. David Ian Productions is one of the world's leading producers of live large-scale theatrical entertainment. This year's new productions include Annie, Scrooge and Sunset Boulevard, while it recently launched Evita in Sydney, starring Tina Arena. Founder David Ian, a recipient of five Olivier awards and two Tony nominations, will talk about the state of the theatre industry, the future of live production and the opportunities for brand partnerships.



David Ian
Chairman,
David Ian
Productions



Tim Burrowes
Founder & Content
Director,
Mumbrella
(Moderator)

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2:10pm

Stream One

Reinventing the Arts for a New Age

While arts brands have always been able to rely on a traditional demographic to fill seats and galleries, marketers are hunting down new opportunities. Fresh markets are opening up that are maximising the business and raising its profile further. In this panel, experts from across the arts will discuss how the shift occurred, what marketing methods were used, how it remained relevant to those already invested, what the learnings have been since a number of new and bold strategies were deployed and what new audiences have emerged.



Robbie Brammall
Director of Marketing & Communications, Museum of Old and New Art (Mona)



Penny Rowland
Director of Marketing, Commercial & Audience Development, The Australian Ballet



Iain Finlayson
Development & Marketing Manager, ILBIJERRI Theatre Company



Zena Morellini
Marketing Manager, The Sydney Dance Company



Damian Francis
Head of Event Content, Mumbrella (Moderator)

Stream Two

Pushing Start: The Video Game Industry You Didn't Know

The video game industry in Australia generated almost \$3 billion last year. PC and console gaming is still strong with subscription services such as Xbox Live and PlayStation Plus generating \$143 million in revenue. This strength is due, in part, to the diversification of the gamer. Females account for 41% of the market while the average age of gamers is 35. This session takes a deep dive into the industry in Australia to find out what is being done to ensure marketers are casting their nets wider than ever before.



Craig Harkness
Xbox Marketing Lead, Microsoft Australia



Larissa Rembisz
Client Director, Five by Five Global



Brad Timmins
Integrated Strategy Director, Seven West Media



Mark Serrels
Publisher & Managing Editor, Allure Media



Adam Thorn
Bespoke Editor, Mumbrella (Moderator)



3:00pm

Stream One

World Heritage Meets New Tech: The Sydney Opera House's Decade of Renewal

Reaching new audiences can be difficult when they're constantly on the move, with multiple screens and devices and more entertainment options than ever. The Opera House is harnessing digital channels and new technologies to drive deeper engagement as part of its Decade of Renewal. Its partners are central to this. In this session, Partnerships Manager Cie'Jai Zarb will share some examples of recent partner collaborations that have leveraged the latest technologies to entertain and inspire the next generation.



Cie'Jai Zarb
Partnerships
Manager,
Sydney Opera
House



Alex Hayes
Publisher - Live
& Bespoke,
Mumbrella
(Moderator)

Stream Two

Crossing Borders: How Global Entertainment Players Deal with Regional Audiences

Technology has created significantly more complexity around the development, launch and promotion of entertainment. Audiences are more fickle than ever and can consume an array of entertainment with the touch of a screen. For global entertainment brands with their business spread across multiple regions, keeping up with audience trends and maximising the promotion of content across countries has never been more important. How do you ensure that your content is positioned correctly for a variety of markets? Jody Malam, one of Viacom's senior marketers, will explain.



Jody Malam
Marketing Director,
MTV, Comedy
Central and Spike,
ANZ



Abigail Dawson
Reporter,
Mumbrella
(Moderator)

3:30pm Afternoon Tea





4:00pm

How Mona Redefined the Art Audience and an Entire State in the Process

Since Mona opened, around 2.3 million people have walked through the doors. It attracts people of all demographics, from stoic art lovers to curious bypassers. Its success not only opened up the world of art to a vast number of new people, it also opened up Hobart and Tasmania to a new wave of tourism. The state's tourism numbers shot through the roof, passing the one million mark for the first time in 2013. Find out how it happened from Director of Marketing & Communication, Robbie Brammall.



Robbie Brammall
Director of
Marketing &
Communications,
Museum of Old and
New Art (Mona)



Adam Thorn
Bespoke Editor,
Mumbrella
(Moderator)

4:45pm

Keynote: How to Win a Gold Logie on Facebook

One of Australia's most loved actors, Samuel Johnson came back into the spotlight portraying music industry legend Molly Meldrum in the telemovie *Molly*. The performance helped him win the TV Week Gold Logie. Johnson credits a lot of the Logie success to Facebook. Through the charitable foundation (Love Your Sister) that he set up with his sister Connie, he managed to create a captive audience of 400,000 who were deeply connected to what he was doing. Find out how Facebook helped him win a Gold Logie in this candid session.



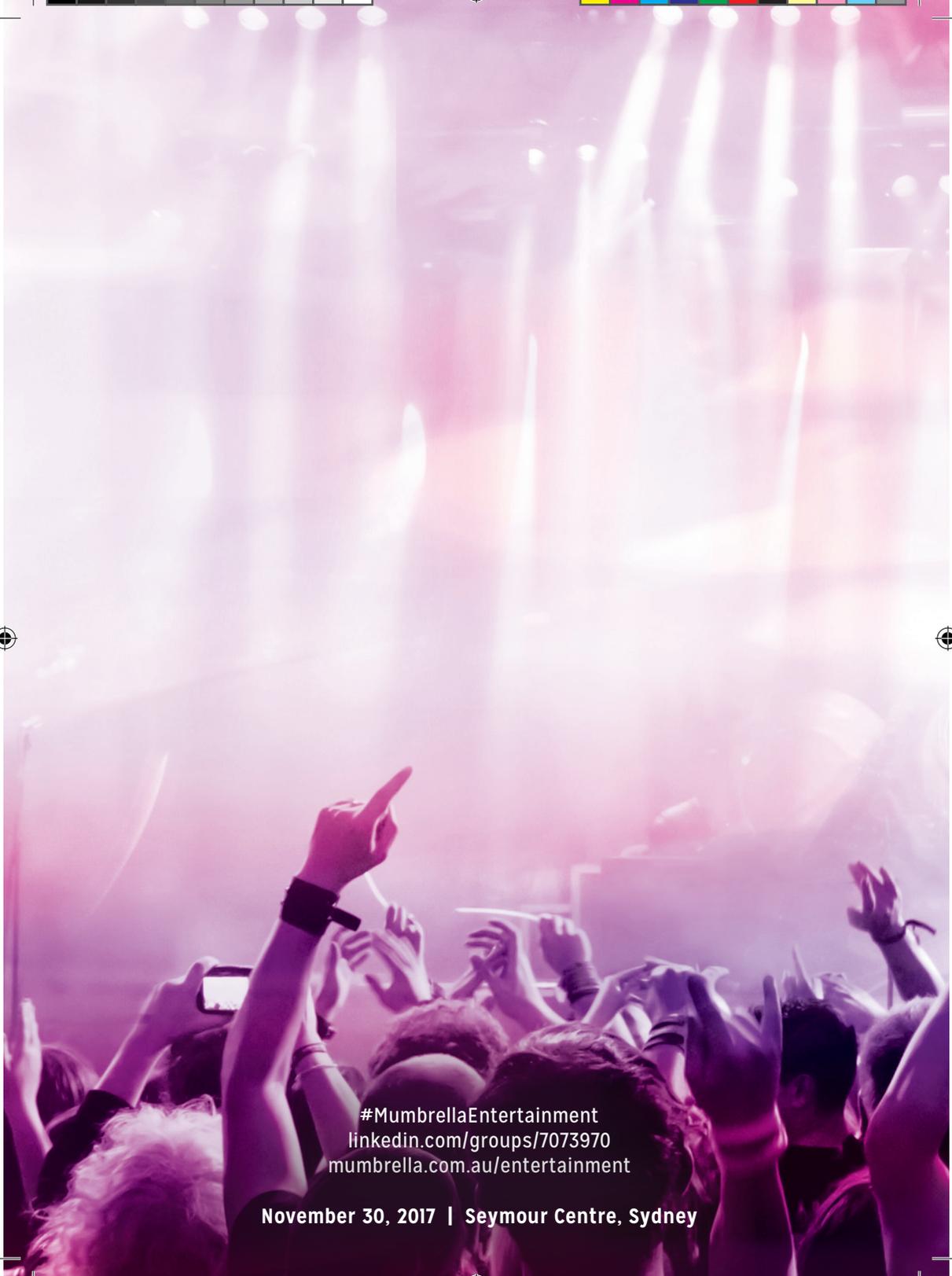
Samuel Johnson
Head of Cancer
Vanquishment,
Love Your Sister



Alex Hayes
Publisher - Live
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5:30pm Networking Drinks





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