



From converged business models to the home entertainment hub – ACMA addresses its role as a converged regulator

ACMA is presenting its second annual conference, entitled ICE – Information Communications Entertainment. This theme recognises the changing nature of the communications environment and the broad responsibilities ACMA holds as the regulator, spanning telecommunications, broadcasting, radiocommunications and online content.

In 2006, the conference will build on the strong broadcasting background of the old ABA conferences and explore beyond broadcasting and content to address issues confronting the modern communications environment.

The program for the conference reflects the converged nature of ACMA, providing themed sessions that will be addressed by panels comprised of expert participants from government, industry, special interest and advocacy groups. The sessions include:

- The Converged Business Model
 - Digital Privacy
 - Digital Future
 - Media Literacy
 - Challenges for Regulatory Philosophies and Models
 - The Home Entertainment Hub
- There will also be keynote speakers addressing particular topics.

The Converged Business Model session will discuss old-style media diversifying to include new and different methods of earning revenue or increasing market share.

The Digital Privacy panel will address the impact of the digital age on personal life, posing the question of what society considers privacy to be, and what are appropriate safeguards.

Digital Future will explore the potential, competing, uses of the vacated analog broadcasting services bands.

Media Literacy will debate the difficult choices that people face in a

converged world about media for information, communications and entertainment. The topic will question what it is that people need to know and who is responsible for telling them.

In the session Challenges for Regulatory Philosophies and Models, the panel will discuss the regulatory challenges thrown up by the phenomena of convergence, whether to regulate, when to regulate, how to regulate, who to regulate.

The Home Entertainment Hub is intended to be an exciting, thought-provoking discussion about the digital home entertainment hub, particularly whether any single device can seek to 'own' the consumer in a world of competing convergent devices.

A diverse group of speakers is being assembled to address these and other issues and the conference promises to be stimulating, entertaining and overall, a very

ICE Conference, Hyatt Hotel, Canberra, 23 and 24 November 2006

worthwhile event because it will immerse you in the realities of the modern communications world.

ACMA looks forward to practitioners, policy makers and commentators joining us in Canberra on 23 and 24 November to discuss, debate, enjoy, question and learn. Get involved with Information Communications Entertainment.

A draft program and registration form for the ICE Conference 2006 are now available on the ACMA website at www.acma.gov.au (go to Latest > Events > Conference 2006).