

HITTING THE RIGHT NOTE

Music and Public Service Broadcasting
CBA Conference | Glasgow, Scotland 11–14 May 2014

GLASGOW.CBA.ORG.UK

TUNE IN TO THE LEADING GLOBAL FORUM FOR PUBLIC BROADCASTERS

The Commonwealth Broadcasting Association Conference is the biennial forum for CBA members, hosted this year by BBC Scotland in Glasgow – a UNESCO City of Music.

The event will be lively and interactive, with music and debate. It will provide an unparalleled opportunity for our international delegates – CEOs and senior media managers of public broadcasters – to network and discuss key issues in PSB. The conference will focus on the place of music in broadcasting – exploring issues such as copyright, music policy and the debate about new platforms for accessing and sharing music.



PROGRAMME

SUNDAY 11 MAY

- 1400 Registration open
- 1500 Tours of BBC Scotland, Pacific Quay
- 1500 Meeting of CBA Board
- 1900 Welcome reception with live music

MONDAY 12 MAY

- 0830 Screening of conference film
- 0900 BBC Scotland welcome
**Ken MacQuarrie, Director
BBC Scotland**
- 0910 Keynote
Positioning PSB in the Digital Era
**Paul Thompson, CEO
Radio New Zealand**
Digital broadcasting brings new opportunities for reaching and engaging audiences. The challenge for public broadcasters is striking the right balance between investment in technology and providing high-quality public service content.
- 1000 Panel session
Music and the Message
This session will give delegates a lively world tour, examining how broadcasters everywhere put music at the heart of their schedules. An expert panel will explore



Glasgow Science Centre

the impact of music for public media, from affordable music formats to powerful music documentaries.

1115 Keynote **Balancing Act: Orchestras, Opera or Pop?**

A thought-provoking presentation setting the tone for the debate that follows. It asks: is culture central to public broadcasting and how should it be balanced with investment in other genres, such as science?

1145 Debate **High Culture vs Low Culture**

Following on from the keynote, the balance between high culture and low culture for PSBs will be debated with participation from delegates. Audience popularity justifies public funding, but is it a PSB's role to concentrate on genres with narrower appeal, such as opera?

Delegates will split into 3 smaller groups to attend each breakout session below:

Rights workshop

A team of music rights experts will provide insight and advice using case studies and demonstrations.

Sound/Music workshop

Delegates will attend 'hands on' demonstrations in the Dubbing Theatre or Drama/Music Studio.

Scoring for Screen workshop

Led by specialist composers, this session will consider what music adds to drama. Is it worth investing in specially scored music or is it as effective to buy off-the-shelf? How does music affect factual programming? Is it always appropriate?

- 1400 First breakout session
- 1500 Second breakout session
- 1615 Third breakout session
- 1830 Reception and dinner
Glasgow Science Centre

TUESDAY 13 MAY

- 0900 Panel session
Music, Policy and Identity
This session focuses on the power of music and the role it plays in reinforcing identity. From the escapist sounds of Bollywood to political songs and niche music, delegates will consider how broadcasters use music to enrich the lives of their audiences.

1000 Panel session **Access All Areas**

In this session we'll see innovative examples of how PSBs use music to reach new audiences. Live music events are increasingly linked to broadcast – from festivals to talent formats, what are the risks and benefits?

1115 Panel session

PSB in a Globalised World

What effect does an increasingly interconnected world have on Public Service Broadcasting and the role it plays in society?

1400 Presentation **How We Listen Now**

Beginning with a demonstration of how technology has changed the way we listen to music, this session will explore the changing shape of music-listening in a multiplatform world.

Public Service Broadcasting in Africa – Quo Vadis?

Albertus Aochamub, Director-General Namibian Broadcasting Corporation

- 1615 CBA AGM and elections
- 1900 Reception and dinner: **The Tall Ship**
An evening on board the Glenlee – a historic sailing ship moored on the Clyde.

WEDNESDAY 14 MAY

- 0900 Excursion to **Stirling Castle**, one of Scotland's grandest castles, with stunning views and a magnificent Royal Palace.
- 1430 Meeting of newly elected CBA Board
- 1430 A rehearsal performance and special presentation by the **BBC Scottish Symphony Orchestra** at City Halls, Glasgow.



Stirling Castle

FEES

- Member, developed country: £400
 - Member, other country: £250
 - Non-member developed: £650
 - Non-member other: £450
 - Delegate partner: £250, Single day: £300
- Fees do not include accommodation. Visit glasgow.cba.org.uk to access discounted hotel rates for conference delegates.

Unless otherwise specified, all conference sessions will be held at BBC Scotland's Pacific Quay headquarters, which overlooks the River Clyde. The programme is subject to change, please check glasgow.cba.org.uk for updates.