



# Bird & Bird & TMT 2015

## Program

8.30-9.00	<b>Registration and breakfast</b>
9.00-9.10	<b>Welcome and introduction</b> <b>Representatives from Bird &amp; Bird and moderator Joakim Jardenberg</b>
9.10-9.50	<b>Volvo's advertising engages</b>  Volvo Cars advertising campaigns has received much attention in recent years. The connecting thought that runs through the campaigns has been a number of successful musical collaborations. Along with Swedish icons and profiles such as Swedish House Mafia, Zlatan Ibrahimovic, Robyn and most recently Oscar Linnros and Timbuktu, the company has created a strong platform in Made by Sweden. In this lecture we will gain an insight into the work of the campaigns, ranging from strategy, working with artists and how the promotions impacted on sales and the brand.  <b>Mikael Karlsson</b> , Marketing and Communication Manager, Volvo Cars Sverige
10.00-10.30	<b>Nasdaq overview of 2014 and the year to come in terms of IPOs and new initiatives*</b>  2014 was a record year in terms of listings both in the US and also the Nordics. This seminar will cover the highlights of 2014 and the key drivers in terms of 2015. It will also address some new initiatives in which Nasdaq is investing which will benefit the public and private issuers.  <b>Adam Kostyal</b> , Nasdaq
10.30-11.00	<b>Coffee</b>
11.00-11.30	<b>Investments in Nordic Tech</b>  Panel discussion with key players in the industry

11.30-12.00	<p><b>Satellite technologies - applications and internet broadband*</b></p> <p>Satellite technologies are progressing rapidly and now offer applications, such as internet broadband, which are fully competitive with many terrestrial alternatives. Satellite technology now has the potential to realise a commercial role in several sectors such as: telemedicine; the energy sector; and agriculture. This presentation will look at the technology, discuss opportunities in the sector and cover commercial and regulatory issues.</p> <p><b>Joanne Wheeler</b>, Bird &amp; Bird London</p>
12.00-13.00	<p><b>Lunch</b></p>
13.00-13.40	<p><b>Streaming services &amp; their evolution in the music industry and beyond</b></p> <p>Some interesting facts and controversies surrounding music streaming services with comparisons to how streaming services have evolved in other digital content industries</p> <p><b>Jerker Edström</b>, Bird &amp; Bird</p>
13.50-14.35	<p><b>Communications privacy and the state in the aftermath of Snowden*</b></p> <p>Graham Smith discusses the legal issues around communications interception, data retention and acquisition. Following the Snowden revelations human rights challenges have multiplied while governments seek wider powers for law enforcement and intelligence agencies.</p> <p><b>Graham Smith</b>, Bird &amp; Bird London</p>
14.35-15.00	<p><b>Coffee</b></p>
15.00-15.45	<p><b>Internet and Cyber Security &amp; Tokenization</b></p> <p>Internet: a strategic base for business but also a tool for increasingly sophisticated spies, activists, hackers, criminals and competitors. What happens to the security and the demands for safety?</p> <p><b>Stefan Bernhard</b>, Bird &amp; Bird</p>
15.45-16.15	<p><b>Copyright Update</b></p> <p>In this seminar Daniel Westman and Jerker Edström will give us an overview of last year's most interesting cases.</p> <p><b>Daniel Westman</b>, Stockholm University and <b>Jerker Edström</b>, Bird &amp; Bird</p>
16.15-16.45	<p><b>Disruptive Technologies*</b></p> <p><b>Phil Sherrell</b>, Bird &amp; Bird London and <b>Stefan Engels</b>, Bird &amp; Bird Hamburg</p>
16.45-17.00	<p><b>Conclusions</b></p> <p><b>Joakim Jardenberg</b></p>
17.00	<p><b>Drinks</b></p>

\* The seminar will be held in English.