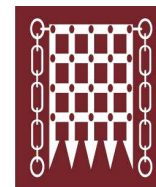


**Westminster Media Forum Keynote Seminar:  
The future for free-to-air in the UK - discoverability, investment and competition**

*Timing: Morning, Thursday, 21<sup>st</sup> June 2018*

*Venue: Central London*



**WESTMINSTER  
MEDIA FORUM**

*Draft agenda subject to change*

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Baroness Bonham-Carter of Yarnbury**, Liberal Democrats Spokesperson for Digital, Culture, Media and Sport
- 9.05 - 9.25 **Where next for free-to-air: industry and policy priorities**  
**Claire Enders**, Founder, Enders Analysis  
Questions and comments from the floor
- 9.25 - 9.35 **Modernising the UK's PSB system and serving changing consumption habits**  
**Magnus Brooke**, Director, Policy and Regulatory Affairs, ITV
- 9.35 - 10.45 **Securing free-to-air in the media market: discoverability, partnerships and innovation in technology**  
  
**Ali Law**, Head, UK Policy, Sky  
  
**John McVay**, Chief Executive, Pact  
  
**Richard Lindsay-Davies**, Chief Executive Officer, DTG  
  
Senior representative, viewers  
  
Senior representative, broadcaster  
  
Questions and comments from the floor with **Magnus Brooke**, Director, Policy and Regulatory Affairs, ITV
- 10.45 - 10.50 **Chair's closing remarks**  
**Baroness Bonham-Carter of Yarnbury**, Liberal Democrats Spokesperson for Digital, Culture, Media and Sport
- 10.50 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**  
Senior Parliamentarian
- 11.20 - 11.30 **Delivering public service content: value, distinctiveness and contribution to the wider creative economy**  
Senior representative, PSB
- 11.30 - 12.30 **Investment in original programming and reflecting modern Britain on and off screen: funding, diversity and British cultural identity**  
**Anna Home**, Chair, The Children's Media Foundation  
**Amanda Rees**, Creative Content Director, S4C  
Senior representative, association  
Senior representative, production  
Senior commentator  
Questions and comments from the floor with senior representative, PSB
- 12.30 - 12.55 **Regulatory priorities for safeguarding free-to-air in the UK**  
Senior speaker confirmed from **Ofcom**  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
Senior Parliamentarian  
**Peter van Gelder**, Director, Westminster Media Forum