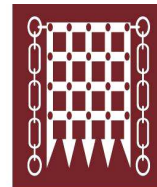


## Westminster Media Forum Keynote Seminar:

### Competition in the UK TV market: consumer trends, commercial strategies and policy options

Timing: Morning, Tuesday, 24<sup>th</sup> October 2017

Venue: The Caledonian Club, 9 Halkin Street, London SW1X 7DR



WESTMINSTER  
MEDIA FORUM

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Rt Hon the Lord McNally**
- 9.05 - 9.15 **The dynamics of the UK TV market - latest consumer and business trends**  
**Nathalie Lethbridge**, Founder, Atonik Digital
- 9.15 - 9.25 **Looking forward to the next phase of TV's digital evolution**  
**Richard Lindsay-Davies**, Chief Executive Officer, DTG
- 9.25 - 9.40 Questions and comments from the floor
- 9.40 - 10.50 **Commercial strategies in the UK TV market - audiences, technology and discoverability**  
*With consumers increasingly exploring new ways of consuming content, how are TV service providers adapting in order to reach new audiences and compete in the evolving TV landscape? What are the most notable developments in digital technologies, particularly in mobile, interoperability, personalisation of services and integration of social features, and commissioning premium and exclusive content? What is the next phase for traditional broadcasters in the transition to IP-based services and tighter integration with OTT services? How are content curation, discoverability and promotion set to develop - including the future of programme guides, use of data and algorithmic recommendations, content portfolios, and new options in connectivity - and how will these factors impact competition going forward?*  
**Claire Enders**, Founder, Enders Analysis  
**Cees van Koppen**, Manager Public Policy EMEA, Netflix  
**Jonathan Thompson**, Chief Executive, Digital UK  
**Alistair Thom**, Managing Director, Freesat  
Questions and comments from the floor
- 10.50 - 11.20 Coffee
- 11.20 - 11.30 **Legal implications of Brexit for TV markets in the UK and the EU**  
**Paul Herbert**, Partner, Goodman Derrick
- 11.30 - 12.35 **The future shape of the UK's audio-visual sector and regulatory framework**  
*In light of uncertainty over the UK's continued inclusion in the EU internal market post-Brexit, and the UK's future role in negotiating amendments to the Audio Visual Media Services Directive (AVMSD), what are key perspectives on both the opportunities and challenges presented to UK policymakers, regulators and the industry to ensure sector growth, protect consumers and support innovation? What are the implications of increasing M&A activity in the sector, particularly in cable and satellite?*  
**David Wheeldon**, Group Director of Policy and Public Affairs, Sky  
**Magnus Brooke**, Director of Policy and Regulatory Affairs, ITV  
**Ronee Isaacson**, Senior Regulatory Specialist, Virgin Media  
**Helen Burrows**, Head of Policy, BT Group  
Questions and comments from the floor with **Paul Herbert**, Partner, Goodman Derrick
- 12.35 - 12.55 **Regulatory priorities for the UK TV market - competition, consumer protection and sector growth**  
**Yih-Choung Teh**, Competition Policy Director, Ofcom  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
**Rt Hon the Lord McNally**  
**Emily Darling**, Associate Forum Lead, Westminster Media Forum