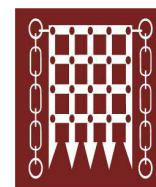


**Westminster Media Forum Keynote Seminar:
Next steps for the UK children's content market: investment, international competitiveness
and policy priorities**

Timing: Morning, Thursday, 2nd November 2017

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**
Lord Watson of Invergowrie
- 9.05 - 9.15 **The funding landscape for children's content in the UK**
Tim Westcott, Senior Principal Analyst, Television Media, IHS Markit
- 9.15 - 10.10 **Key issues for PSB: shaping the contestable fund, further options for support and the future for regulation**
In anticipation of Ofcom's new powers to impose quotas on PSBs, what are the most appropriate criteria to ensure the long-term growth of the sector - including distinctiveness of content, supporting UK producers, and multi-platform strategies? How should the final shape of the contestable fund take account of concerns about its scope, both in terms of audience age - with the 10-14 group pinpointed as lacking provision - and regarding the platforms it covers? How well do plans address gaps in PSB funding? What further options for additional sources of funding might be considered, including tax reform, industry levies and the National Lottery? How fit for purpose is the proposed administration of the fund, including its associated costs? How effectively will the fund support greater competition in the market and what provisions might need to be put into place to ease the impact once the three-year pilot ends, and to reduce the reliance on the fund in the future? How might concerns regarding commercialisation of content and ideas around 'audience led' commissioning structures be addressed? With Ofcom's 2016 Children's Media Use report finding time spent consuming online content overtaking broadcast, what more can be done to develop children's digital content within a safe and monitored environment?
Anna Home, Chair, Children's Media Foundation
Rosina Robson, Director of Nations & Children's, PACT
Estelle Lloyd, Founder, Azoomee
Helen Brunson, Director, Animation UK, UK Screen Alliance
Questions and comments from the floor with **Tim Westcott**, Senior Principal Analyst, Television Media, IHS Markit
- 10.10 - 10.50 **Strategies for serving the multi-platform audience**
Alice Webb, Director, BBC Children's and BBC North
Senior representative, broadcaster
Questions and comments from the floor
- 10.50 - 10.55 **Chair's closing remarks**
Lord Watson of Invergowrie
- 10.55 - 11.20 Coffee
- 11.20 - 11.25 **Chair's opening remarks**
Senior Parliamentarian
- 11.25 - 12.15 **The future for commercial investment: funding models, rights management and marketing challenges**
With pressure on funding for content and IP development from established commissioning sources, what are the most promising alternative funding models for the sector - for example through private investment funds, crowd-sourcing and commission-based pilot support as well as new approaches to licensing, merchandising and other forms of rights management? Where might new approaches most support SMEs? How can the industry work to increase its attractiveness to investors, and for creators to be able to retain more of the value and IP assets from their content creation, including improving return from global distribution? In light of the new restrictions from the Committee of Advertising Practice on the advertising of HFSS food and drink products around traditional and online children's media taking effect from July, what has been the initial impact on levels of advertising investment and how can the industry deal with the increasing regulatory and policy pressure on marketing to children?
Steve Carle, Director, Edge Investments
Adrian Wilkins, Chief Executive, CHF Enterprises
Emma Scott, Chief Executive Officer, Beano Studios
Senior representative, advertising
Questions and comments from the floor
- 12.15 - 12.55 **The future global marketplace: international competitiveness, partnerships and policy priorities**
What will Brexit mean for the UK children's content sector? What measures might be needed to deal with the impact of potential loss of EU funding, including for nations and regions? With increasing international consolidation, the proliferation of content available to children, and the dominance of major franchises in the market, how can the UK industry extend its global reach in order to compete in the future? How should companies position themselves to seize the latest production, co-production and investment opportunities in increasingly important markets such as Asia? Where is support most needed from policymakers to help retain and build on the UK's international position, and to remain an attractive trading partner after Brexit - particularly focusing on trade tariffs and broadcast licenses, visa and workforce issues, and options for further tax relief, IP support and protection?
Helen Howells, Joint Managing Director, Ho Ho Entertainment
Tim Patterson, Chief Executive Officer, Larkshead Media
Senior representative, international
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