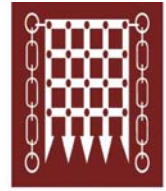


**Westminster Media Forum Keynote Seminar:
The future for local media - TV, print, radio and the web**

Timing: Morning, Thursday, 30th May 2013

Venue: Princess Alexandra Hall, Royal Over-Seas League, Over-Seas House, Park Place, St James's Street, London SW1A



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Roger Parry, Chairman and Co-founder, MSQ Partners; Author, *Creating Viable Local Multi-media Companies in the UK* (2009) and former Chairman, Johnston Press (2001-2009)
- 9.05 - 9.15 **The prospects and challenges for local media**
Analysis of the demographics and purchase patterns of local content consumers. Who is consuming local content, what are they using and how are they accessing it? What groups are being missed out? With increased mobility of users, is geographical area still relevant?
Douglas McCabe, Analyst, Enders Analysis
- 9.15 - 9.25 **Challenges for the local television network**
Ed Hall, Chief Executive, Comux UK
- 9.25 - 9.45 **Delivering sustainable local news and media**
Peter Davies, Director, Content Policy, Ofcom
Questions and comments from the floor with **Ed Hall**, Chief Executive, Comux UK
- 9.45 - 10.30 **Plurality and the regulatory, public policy options to support local news and media**
With Ofcom recommending the Government considers whether to include local media in its wider discussions on public interest interventions into competition, as well as the regulator's decision to exclude local content from its investigation into cross-media news ownership, what are the implications for the local media market of a relaxation of rules regarding mergers and acquisitions? In what ways are current plurality rules 'too onerous'? How far would reform enable the exploitation of cross-media synergies between content providers and economies of scale?
Geraldine Allinson, Chairman, KM Group
Roy Greenslade, Professor of Journalism, City University London
Tim Kirkman, Chief Operating Officer, ESTV - London Live
Questions and comments from the floor
- 10.30 - 10.35 **Chairman's closing remarks**
Roger Parry, Chairman and Co-founder, MSQ Partners; Author, *Creating Viable Local Multi-media Companies in the UK* (2009) and former Chairman, Johnston Press (2001-2009)
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chairman's opening remarks**
Professor Stewart Purvis, Professor of Television Journalism, Department of Journalism, City University London
- 11.05 - 11.20 **The importance of local media and creating sustainable models**
What commercial and service challenges face local media organisations in the new local media market? What are key factors and priorities in creating a financially secure and sustainable business model in the current climate of media convergence?
Steve Auckland, Chief Executive, Local World
- 11.20 - 12.00 **Emerging business models for local content - television, radio, the web and print**
With local television set to make its first broadcasts and Local World's Chairman, David Montgomery, promising a 'fight back' for the local newspaper industry, what are the emerging options to deliver financially sustainable local media? How can local media organisations - in particular local radio and print - better exploit the web and mobile as complementary platforms to improve their proposition to national brands and consumers? How will the arrival of local television likely impact the local advertising market and will television increase interest in local media platforms? In the context of Local World and Johnston Press both exploring online strategies for their organisations, what are the challenges facing the delivery of local content on the web? What are the prospects for online paywall strategies?
Andrew David, Managing Director, Siren FM and Chair, Community Media Association
Jimmy Buckland, Director of Strategy, UTV
Thomas Laranjo, Managing Director, Total Media
Jamie Conway, Chief Executive, Made Television
Questions and comments from the floor with **Steve Auckland**, Chief Executive, Local World
- 12.00 - 12.10 **Hyperlocal content and media**
William Perrin, Founder, Talk About Local and Member, Local Public Data Panel, data.gov.uk
- 12.10 - 12.55 **Hyperlocal's place within the local media landscape**
How, and why, is consumer demand for hyperlocal content changing? With newspaper operators increasingly expanding the geographical areas they cover in order to lower costs, is hyperlocal a realistic option for established media businesses? What are the optimal platforms and business models for hyperlocal distribution? What lessons can be taken from the Tindle Group's success with the Pembroke and Pembroke Dock Observer about how to capitalise on hyperlocal content? With local television licenses being awarded on a city-wide basis, what are the options for broadcast operators to deliver hyperlocal news?
Jon Kingsbury, Director, Creative Economy Innovation Programmes, NESTA
Sean Kelly, Managing Director, Neighbour Net
Bobby Hain, Director of Channels, STV
Simon Perry, Editor, On The Wight
Questions and comments from the floor with **William Perrin**, Founder, Talk About Local and Member, Local Public Data Panel, data.gov.uk
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Professor Stewart Purvis, Professor of Television Journalism, Department of Journalism, City University London
Thomas Raynsford, Senior Producer, Westminster Media Forum