

Westminster Media Forum Keynote Seminar:

The future for local media: plurality, revenue models and policy priorities

Timing: Morning, Tuesday, 21st April 2015

Venue: Royal Over-Seas League, Over-Seas House, Park Place, St James's Street, London SW1A 1LR

Agenda subject to change



WESTMINSTER
MEDIA FORUM

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Torin Douglas, Journalist and Visiting Professor, University of Bedfordshire
- 9.05 - 9.15 **An overview of the UK local media market**
David Elms, Partner and UK Head of Media, KPMG
- 9.15 - 9.30 **Latest commercial opportunities and challenges**
Jeff Henry, Chief Executive, Archant
- 9.30 - 9.55 **The future of local news - priorities for the BBC**
David Holdsworth, Controller, English Regions, BBC
Questions and comments from the floor with **David Elms**, Partner and UK Head of Media, KPMG and **Jeff Henry**, Chief Executive, Archant
- 9.55 - 10.30 **Ownership and policy priorities**
Four years on, what has been the impact of the removal of local ownership rules and does the current regime need re-evaluating going forward? With the Government expected to include consideration of local and regional markets in its first baseline assessment of plurality, how do we define locality - by geographical area or community of interest - and what role should regulators and Government play in defining the market? How do we best measure plurality in local media markets - by audience share, revenue or ownership? Has the rise of hyper-local and community sites made possible by the internet improved plurality of ownership and news provision? What role could PSBs play in supporting the sector and should calls for them to become media distribution partners be realised to better serve the public and help sustain the local and regional press? What is the potential of the digital hyperlocal sector and what support does it need going forward?
Professor Steven Barnett, Professor of Communications, University of Westminster
Kathryn Geels, Programme Manager, Destination Local, Nesta
Andy Smith, Joint-President, National Union of Journalists
Questions and comments from the floor
- 10.30 - 10.35 **Chair's closing remarks**
Torin Douglas, Journalist and Visiting Professor, University of Bedfordshire
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chair's opening remarks**
Roger Darlington, Chair, The Consumer Forum for Communications (CFC)
- 11.05 - 11.55 **Digital re-invention, skills and revenue models**
Does local content have a future in a world of global online properties and what are examples of best practice in making local content with global interest? How has the role and delivery of community media evolved in the digital landscape? With online audiences and digital revenues growing, how can local media organisations further monetise their content across platforms to ensure future growth and offer increased value to advertisers? What are best practice examples of successful funding and training initiatives within the space and how can these be rolled out more widely? How can user-generated content be better integrated into portfolios? What are the emerging opportunities for content sharing and partnerships within the local media ecosystem to ensure local content reaches to widest possible audience? Would it be commercially viable for local media publishers to form partnerships and deliver their content via a single web app - as demonstrated by Blendle in the Netherlands? Do media co-operatives, crowd-funding and public subsidies offer a sustainable way forward for developing a commercial model for local news? What will be the impact of the Government's proposed relaxation of financial and advertising restrictions for community radio on the not-for-profit and commercial local media sectors?
Jeff Moriarty, Chief Digital and Product Officer, Johnston Press
Alan Jones, Head of Communications, National Association of Local Councils
Adrian Serle, Group Chief Executive Officer, Orion Media
Joanne Butcher, Chief Executive, National Council for the Training of Journalists
Douglas White, Head of Advocacy, Carnegie UK Trust
Questions and comments from the floor
- 11.55 - 12.10 **'Local TV - the story so far, and opportunities and challenges for the future'**
Nigel Dacre, Director and former Chair, Local TV Network, Director, Notts TV and Chief Executive Officer, Inclusive Digital
- 12.10 - 12.55 **Local television networks - commercial proposition, innovation and Government intervention**
Three years since the DCMS's Action Plan for local television was launched, how has the local television landscape developed and have the awarded licences given the much needed boost to the local and regional media industry? What are the emerging options to deliver financially sustainable local television going forward and how can this be integrated as part of wider multi-media portfolios? Is there adequate consumer demand for more local programming across the UK? With many TV producers working on new models that downplay the numerical programme guide in favour of new forms of personalised program discovery, how will this impact consumption of local television channels? Does local television offer a viable commercial proposition to local advertisers and businesses with a service to offer people nationally? Should Government intervention continue in this space going forward?
Anthony Rose, Co-founder and President, Beamy
Geraldine Allinson, Chairman, KM Group
Professor Robert Beveridge, Department of Political Science, Communication Science and Information Engineering, University of Sassari, Sardinia and Tutor, Scottish Media Academy
Questions and comments from the floor with **Nigel Dacre**, Director and former Chair, Local TV Network, Director, Notts TV and Chief Executive Officer, Inclusive Digital
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Roger Darlington, Chair, The Consumer Forum for Communications (CFC)
Amy Cutter, Associate Producer, Westminster Media Forum