

Westminster Media Forum Keynote Seminar: The future of local media in the UK

Timing: Morning, Wednesday, 26th January 2011

Venue: Wellcome Trust Lecture Hall, Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Jamie Reed MP, Member, All-Party Parliamentary Group on New Media
- 9.05 - 9.20 **The local news and media market**
What is the market for local media? Who will be the audience and how will take-up vary across the country? What do consumers want from their local TV, print and online offerings? How local do they want their coverage? Is 'hyperlocal' news practical?
Claire Enders, Chief Executive Officer, Enders Analysis, and Member of the steering group assessing the commercial viability of local television in the UK
- 9.20 - 9.45 **The future of local broadcasting and media**
Response to the assessment conducted for the Government on the commercial viability of local media. How can a new generation of profitable local media companies be nurtured?
John Fry, Chief Executive, Johnston Press
Questions and comments from the floor with **Claire Enders**, Chief Executive Officer, Enders Analysis and Member of the steering group assessing the commercial viability of local television in the UK
- 9.45 - 10.45 **The local media market in 2012**
Perspectives on the local media assessment conducted for the Government and initial impressions of the Local TV action plan. What effect will the creation of new channel have on the delivery of local content? What is the right balance between local and national content? How will established providers respond to the new entrant? How can the Government's desire to ensure plurality of content be reconciled with its encouragement for ownership of local TV, radio and newspapers to merge? What will happen to the small and independent local media outlets; will single platform operators survive? What might be the consequences for the media industry more widely? Will citizens benefit from the removal of ownership restrictions?
Mark Oliver, Chief Executive, Oliver & Ohlbaum
Fred Perkins, Chief Executive, Information TV
Michael Jermy, Director of News, Current Affairs and Sport, ITV
Professor Natalie Fenton, Co-Director, Goldsmiths Leverhulme Media Research Centre, University of London
Bobby Hain, Director of Channels, STV
Richard Horwood, Chief Executive, Channel 6
Questions and comments from the floor
- 10.45 - 10.50 **Chairman's closing remarks**
Jamie Reed MP, Member, All-Party Parliamentary Group on New Media
- 10.50 - 11.20 Coffee
- 11.20 - 11.25 **Chairman's opening remarks**
Lord Gordon of Strathblane, Member, All-Party Parliamentary Media Group
- 11.25 - 11.55 **The future of local media in the UK**
Keith Smith, Deputy Director, Media, Department for Culture, Media and Sport
Questions and comments from the floor
- 11.55 - 12.55 **Funding options for local media**
Assessing future funding models for local media organisations. Is the agreed funding from the BBC sufficient for the development of 20 new local TV stations? Is the local TV market a good investment opportunity? What are the options for areas without the population to sustain advertising revenue? Is the local TV platform attractive to advertisers? What will be the effect on the existing local advertising market? What is the potential for other revenue opportunities such as programme sponsorship, product placement and subletting of spare capacity?
David Reitman, Associate Partner, KPMG
Geraldine Allinson, Chairman, Kent Messenger Group
Adam Foley, Communication Strategy Director, Starcom MediaVest
Phil Shepherd, Chair of Council, UK Community Media Association
Steve Anderson, Managing Director, Mentorn
Roy Greenslade, Professor of Journalism, City University London and Columnist, The Guardian
Questions and comments from the floor
- 12.55 - 13.00 **Chairman and Westminster Media Forum closing remarks**
Lord Gordon of Strathblane, Member, All-Party Parliamentary Media Group
Thomas Raynsford, Senior Producer, Westminster Media Forum