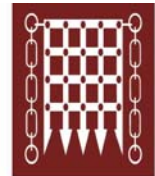


Westminster Media Forum Keynote Seminar:

Digital news media: content strategies, monetisation challenges and priorities for regulation

Timing: Morning, Tuesday, 13th September 2016

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



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
- 9.05 - 9.15 **The Reuters Institute Digital News Report 2016: an overview of findings**
Nic Newman, Digital Strategist and Research Associate, Reuters Institute for the Study of Journalism, University of Oxford
- 9.15 - 9.40 **'News content strategies: talking solutions, not just problems'**
Stephen Hull, Editor-in-Chief, The Huffington Post UK
Questions and comments from the floor
- 9.40 - 10.50 **Key perspectives on competing for audiences**
- The audience measurement challenge*
Simon Redican, Chief Executive Officer, Publishers Audience Measurement Company (PAMCo)
- 'News in the age of emotion. How social and mobile communities are changing the audience for news'*
Mimi Turner, Marketing Director, TheLADbible Group
- Local news audiences in the global media market*
David Higginson, Digital Publishing Director, Trinity Mirror Regionals
- 'Project Newstream': BBC news content for the smartphone era*
James Montgomery, Director of Digital Development, BBC News
- Questions and comments from the floor with **Nic Newman**, Digital Strategist and Research Associate, Reuters Institute for the Study of Journalism, University of Oxford
- 10.50 - 10.55 **Chair's closing remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
- 10.55 - 11.25 Coffee
- 11.25 - 11.30 **Chair's opening remarks**
Rt Hon the Lord Hunt of Wirral, former Chairman, Press Complaints Commission
- 11.30 - 12.30 **Monetising the news: payment models, user experience and new avenues for growth**
- 'Content and platforms: monetising the news over the next three years'*
Nick Baughan, Chief Executive Officer, Maxus UK
- Targeting the Millennial generation*
Mike Shaw, VP Sales, UK, comScore
- Newsbrands and advertising value*
Denise Turner, Director of Insight, Newsworks
- 'What does technology mean for the future of online news publishing?'*
Catherine Barry, Strategic Partner Lead, News Publishing UK & Ireland, Google
- Questions and comments from the floor
- 12.30 - 12.55 **Priorities for a sustainable, independent and responsible news sector**
Jonathan Heawood, Chief Executive Officer, IMPRESS
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Rt Hon the Lord Hunt of Wirral, former Chairman, Press Complaints Commission
Amy Cutter, Producer, Westminster Media Forum