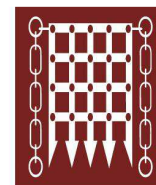


**Westminster Media Forum Keynote Seminar:
Public service broadcasting and content: latest on investment, remit delivery and policy options**

Timing: Morning, Tuesday, 13th December 2016

Venue: The Caledonian Club, 9 Halkin Street, London SW1X 7DR

Agenda subject to change



**WESTMINSTER
MEDIA FORUM**

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Best, Chair, House of Lords Communications Committee
- 9.05 - 9.15 **A future for public service television: key recommendations from the inquiry**
Professor Des Freedman, Professor of Media and Communications, Goldsmiths, University of London
- 9.15 - 9.35 **Public value, distinctive content and investment in the creative economy**
James Heath, Director of Policy & Charter, BBC
Questions and comments from the floor
- 9.35 - 10.40 **Definition, purpose and democratic value**
In an era of rapid technological, political and cultural change, how should the role of public service content (PSC) be defined and develop? Do the four core principles of independence, universality, citizenship and quality still apply today and into the future? With Ofcom's 2016 PSB report finding that linear TV viewing is continuing to decline, how can PSC evolve to meet the changing needs of fragmenting audiences? To what extent does public service news output fulfill its obligation to deliver impartial, comprehensive coverage across the UK and contribute to the democratic process - particularly following concern of gravitation towards a 'centre-ground' during the EU referendum? What future role can the core public service broadcasters play in supporting the sustainability of local media?
Magnus Brooke, Director of Policy and Regulatory Affairs, ITV
Phil Critchlow, Chair, Radio Independents Group and Founder and Director, TBI Media
David Elstein, Chairman, openDemocracy and Chairman, Broadcasting Policy Group
Questions and comments from the floor with **Professor Des Freedman**, Professor of Media and Communications, Goldsmiths, University of London
- 10.40 - 10.45 **Chair's closing remarks**
Lord Best, Chair, House of Lords Communications Committee
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**
Baroness Bonham-Carter of Yarnbury, House of Lords Liberal Democrat Principal Spokesperson on Culture, Media and Sport
- 11.15 - 11.25 **Priorities for the UK independent production sector**
John McVay, Chief Executive, Pact
- 11.25 - 11.40 **"Diversity, risk and innovation"**
Dan Brooke, Chief Marketing and Communications Officer, Channel 4
- 11.40 - 11.50 **Reflecting regional audiences across the UK**
Ian Jones, Chief Executive, S4C
- 11.50 - 12.05 Questions and comments from the floor
- 12.05 - 12.15 **Challenging perceptions and delivering original content**
Ben Frow, Director of Programmes, Channel 5
- 12.15 - 12.25 **"Public service content and the wider UK TV market"**
Alistair Law, Head of UK Policy, Sky
- 12.25 - 12.35 **Digital innovation and new sources of public service content**
Toby Coffey, Head of Digital Development, National Theatre
- 12.35 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Baroness Bonham-Carter of Yarnbury, House of Lords Liberal Democrat Principal Spokesperson on Culture, Media and Sport
Amy Cutter, Producer, Westminster Media Forum