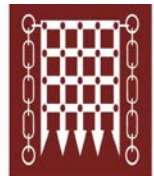


Westminster Media Forum Keynote Seminar: Prospects for UK radio – ‘Supporting growth in the radio sector’

Timing: Morning, Wednesday, 27th June 2012

Venue: Hall of India and Pakistan, 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 **Chairman’s opening remarks**
Lord Inglewood, Chairman, House of Lords Select Committee on Communications and Member, All-Party Parliamentary Commercial Radio Group
- 9.05 - 9.20 **The prospects for radio**
Analysis of the current state of the UK radio industry, its prospects moving forward and areas for potential expansion and growth.
Sean McGuire, Managing Director, Oliver & Ohlbaum Associates
- 9.20 - 9.45 **Supporting growth in the radio sector**
What does the radio industry need from a Communications Act to develop services that are delivered to listeners and to support a sustainable commercial sector? An analysis of the commercial challenges, public value questions and regulatory options being considered by Government as it prepares the Communications White Paper.
Andrew Harrison, Chief Executive Officer, RadioCentre
- 9.45 - 10.40 **The radio industry: commercial growth, advertising and regulation**
How is radio’s USP as an advertising platform and medium changing? What is its outlook for revenue generation through advertising and other means - e.g. podcast charging, website-based promotions, ‘Radioplayer’ - compared to options available to TV, print, mobile and web? What are the most promising innovations to drive growth and maintain radio’s competitiveness? How successfully are new approaches to revenue being exploited? Is there a third party ‘digital disruptor’ on the horizon? How should the industry approach the questions to be posed in the DCMS Communications review on regulation, public value and barriers to growth?
Tabitha Elwes, Partner, Prospero
Trevor Dann, Creative Director, Trevor Dann’s Company and Professor of Radio, University of Lincoln
Clive Dickens, Chief Operating Officer, Absolute Radio
Mark Rock, Founder and Chief Executive Officer, AudioBoo
Andrew David, Managing Editor, Siren FM and Chair, Community Media Association
Jimmy Buckland, Director of Strategy, UTV Media (GB)
Questions and comments from the floor with **Andrew Harrison**, Chief Executive, RadioCentre and **Sean McGuire**, Managing Director, Oliver & Ohlbaum Associates
- 10.40 - 10.45 **Chairman’s closing remarks**
Lord Inglewood, Chairman, House of Lords Select Committee on Communications and Member, All-Party Parliamentary Commercial Radio Group
- 10.45 - 11.15 Coffee
- 11.15 - 11.20 **Chairman’s opening remarks**
Lord Gordon of Strathblane, Member, House of Lords Select Committee on Communications and Member, All-Party Parliamentary Commercial Radio Group
- 11.20 - 11.50 **The challenges facing local radio**
With cuts to BBC local services, the coming of local TV, and continued competition from the web - offering ultra-local content - is traditional radio ready to compete?
David Holdsworth, Controller, English Regions, BBC
Questions and comments from the floor
- 11.50 - 12.05 **The Digital Radio Action Plan and progress on switchover**
What challenges still exist to the DAB switchover? What progress has been made against the switchover targets and what are the prospects for DAB in the UK?
Ford Ennals, Chief Executive, Digital Radio UK
- 12.05 - 12.55 **DAB and the 5 Cs - ‘content, consumers, coverage, certainty and cars’**
With DAB funding issues largely resolved by the BBC’s investment to ensure rollout to 97% of the population, what are the remaining challenges facing a DAB switchover? With the Digital Radio Action Plan calling for coverage for DAB to ‘match FM’ - but technical differences such as fade-out and signal strength leading to issues in comparisons - what should be the target for digital coverage? What is to become of the final 3%? Is DAB offering a distinctive proposition to FM and sufficient encouragement for consumers to want to upgrade? Does DAB have a USP to trade on other than the availability of stations? With Ford committing to fitting DAB as standard by the end of 2012, how far will in-car DAB promote ‘in-home’ DAB? Does there need to be a digital radio equivalent of the HD Ready tick to engender consumer confidence in the technology and DAB purchases?
Paul Eaton, Director, Broadcast Radio, Arqiva
Roger Darlington, Chair, Digital Consumer Expert Group
Steve Ackerman, Managing Director, Somethin’ Else
Cliff Fluet, Partner, Media, Brands & Technology, Lewis Silkin
Questions and comments from the floor with **Ford Ennals**, Chief Executive Officer, Digital Radio UK
- 12.55 - 13.00 **Chairman’s and Westminster Media Forum closing remarks**
Lord Gordon of Strathblane, Member, House of Lords Select Committee on Communications and Member, All-Party Parliamentary Commercial Radio Group
Thomas Raynsford, Senior Producer, Westminster Media Forum