

**Westminster Media Forum policy conference:
Next steps for technology and innovation in the UK creative industries - growth, regulation, AI and responsible use**

Timing: Morning, Thursday, 24th September 2026

*****Taking Place Online*****



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Latest developments in technology and innovation in the UK creative industries - policy, research and innovation**
Professor Christopher Smith, Executive Chair, Arts and Humanities Research Council
Questions and comments from the floor
- 9.30 **Growth potential of creative technologies and implications for the wider UK creative industries - priorities for investment, infrastructure and the skills pipeline**
CreTech market conditions in the UK | UKRI's creative industries strategy | priorities for R&D | deployment of AI in creative businesses and cultural organisations | supporting adoption beyond experimentation and pilot projects | access to testing environments, specialist support networks and computing capacity | scaling innovative companies and support for start-ups | early-stage and growth investment | role of emerging clusters and higher education partnerships | local authority support, regional strengths and addressing disparities | strengthening collaboration between creative industries and technology sectors | skills pipelines, workforce capacity and fostering creative talent
Senior representative, creative industries
Senior representative, investment
Senior representative, university
Senior representative, infrastructure
Senior representative, skills
Questions and comments from the floor
- 10.20 **Regional approaches to supporting innovation in the UK creative industries**
Senior representative, local authority
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Senior Parliamentarian
- 10.50 Break
- 11.00 **Chair's opening remarks**
Senior Parliamentarian
- 11.05 **Digital replicas, AI-generated content and emerging policy frameworks**
Alexandru Voica, Head, Corporate Affairs and Policy, Synthesia
Questions and comments from the floor
- 11.30 **Licensing, data use and commercialisation in the creative sector**
Senior representative, legal
- 11.40 **Safeguards for AI innovation - priorities AI training practices, transparency and creator protections**
protecting IP and creative rights | licensing models for AI training and use of creative content | collective licensing, creator remuneration and new revenue models | mechanisms for creator control over use of creative works online | ensuring transparency and accountability in content creation | approaches to AI-generated content labelling and transparency | managing potential risks of generative AI and AI-generated content | safeguarding creative value chains and revenue models | platform responsibility and consumer trust | regulatory approaches to emerging creative technologies | balancing innovation with ethical and legal safeguards | development of a responsible AI framework
Senior representative, standards
Senior representative, regulation
Senior representative, industry
Senior representative, creative workforce
- 12.10 Questions and comments from the floor
- 12.30 **Next steps for creative technologies in the UK - responsible innovation, creative opportunity and growth**
Senior representative, policy
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum