

**Westminster Media Forum policy conference:
The future for online advertising in the UK - policy, regulation and market development**

Timing: Morning, Monday, 23rd June 2025

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



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Key developments in online advertising in the UK - implications for regulation, innovation and growth**
Senior commentator
Questions and comments from the floor
- 9.30 **Priorities for supporting and growing the online advertising ecosystem**
Sinead Coogan Jobs, Head, Policy and Public Affairs, Internet Advertising Bureau
- 9.40 **Assessing emerging regulatory frameworks - coordination, oversight, roles and responsibilities**
implications of the Digital Markets, Competition and Consumers Act, Online Safety Act, and Data (Use and Access) Bill | role of industry initiatives and self-regulation - progress, gaps and future direction | evaluating progress made by the Online Advertising Taskforce | competition, consumer protection and data | transparency, accountability and priorities for reform | priorities for regulatory coordination and cross-sector collaboration
Dan Smith, Legal Director, Gowling WLG
Senior representative, industry
Senior representative, advertising platform
Senior representative, consumers
- 10.05 Questions and comments from the floor
- 10.30 **The future for policy and regulation for online advertising in the UK**
Guy Parker, CEO, Advertising Standards Authority
Questions and comments from the floor
- 10.55 **Chair's closing remarks**
Senior Parliamentarian
- 11.00 Break
- 11.10 **Chair's opening remarks**
Senior Parliamentarian
- 11.15 **Impact of the Online Safety Act on platforms and advertisers - addressing challenges in implementing new requirements**
Matthew Niblett, Senior Policy Advisor, Which?
- 11.25 **Market power, competition and innovation in AI-driven search advertising**
Senior commentator
- 11.35 **The way forward for innovation, best practice and coordination with regulation in digital advertising**
early insights from the CMA's SMS investigations and implications for innovation and market dynamics | role of AI, practicalities and best practice for design and deployment | unlocking innovation to stimulate growth | tackling subscription traps, drip pricing, and fraudulent advertising | strengthening brand safety, transparency and accountability | priorities for regulatory coordination and industry initiatives
Jules Kendrick, Chief Growth Officer, Trustworthy Accountability Group
Senior representative, industry
Senior representative, influencer marketing
Senior representative, innovation
- 12.00 Questions and comments from the floor
- 12.30 **Regulatory priorities for data protection, consumer rights and market innovation**
Stephen Almond, Executive Director, Regulatory Risk, Information Commissioner's Office
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum