

**Westminster Media Forum policy conference:
The future for public service media in the UK**
Timing: Morning, Wednesday, 21st January 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 **Key considerations for the future of public service media**
Senior commentator
Questions and comments from the floor
- 9.30 **Priorities for maintaining the resilience of PSBs**
Magnus Brooke, Group Director, Strategy, Policy and Regulation, ITV
- 9.45 **Key issues for PSM - audience viewing habits, funding and regional considerations**
recommendations from Ofcom's Public Service Media Review | universality, access and digital inclusion in long-term distribution models | the future of DTT and implications of migration to IPTV | strategies for connecting with younger and short-form video audiences | PSB contribution to media economy growth and investment under the Creative Industries Sector Plan | CMA/Ofcom approaches to market assessment and potential consolidation | implications of the 2025 Spending Review | strategies for tackling funding, revenue and cost challenges | impact of budgetary pressures and changing commissioning patterns for the independent production sector | supporting the production and distribution of quality content | protecting sustainability of local and global news | priorities for supporting regional production hubs | radio and audio growth, DAB+ and rural access
Senior representative, independent production
Senior representative, regional
Senior representative, audiences
Senior representative, advertising
Senior representative, audio
- 10.15 Questions and comments from the floor
- 10.45 **The role of PSB in the wider UK media and production sector, and the future relationship with streaming services**
collaboration and new commissioning models | implications for competition and investment | prominence and discoverability on connected devices | television selection services regime and expectations for navigation and search | convergence across broadcast, on-demand and video-sharing | implications of advertising trends and youth audience shifts
Senior representative, commissioning
Senior representative, streaming service
Questions and comments from the floor
- 11.20 **Chair's closing remarks**
Senior Parliamentarian
- 11.25 Break
- 11.35 **Chair's opening remarks**
Senior Parliamentarian
- 11.40 **Strategic priorities for the BBC in the context of the upcoming Charter Review**
Kate Biggs, Policy Controller, BBC
- 11.55 **Stakeholder views on the upcoming Charter Review and its impact on the wider PSM landscape**
assessing the anticipated Green Paper on the BBC Charter Review and key priorities for the BBC and its role in national life | serving audiences across UK society | implications of a changing funding model for the BBC and potential impact more widely in the sector | maintaining strong editorial standards | addressing concerns and moving forward following accusations of bias | priorities for the new Director General | BBC commercial ventures and growth priorities under the Creative Industries Sector Plan | ensuring continued public access across linear and on-demand platforms
Senior representative, audiences
Senior analyst
Senior representative, media sector
Senior commentator
Senior representative, journalism
- 12.30 Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum