

## Westminster Media Forum policy conference:

### The future for sports broadcasting in the UK

Timing: Morning, Tuesday, 24<sup>th</sup> June 2025

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



WESTMINSTER  
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
Senior Parliamentary
- 9.05 **Assessing the sports broadcasting landscape in the UK - financial sustainability, market pressures, and the impact of changing viewer habits**  
**Huw Evans**, Senior Consultant, Oliver & Ohlbaum Associates  
Questions and comments from the floor
- 9.30 **The broadcasting market - commercial pressures, consumer expectations and tackling piracy**  
*fragmentation of rights and multi-platform distribution | competition between PSBs, pay-TV, and OTT | rights valuations and financial sustainability | strategies for protecting value | impact of online platforms and international models | market access for non-mainstream and emerging sports | future of league-controlled direct-to-consumer services and partnerships | strategies for tackling piracy and protecting live sports revenue*  
**Kieron Sharp**, Chair, Federation Against Copyright Theft  
Senior representative, rights holder  
Senior representative, online platform  
Senior representative, league  
Questions and comments from the floor
- 10.20 **Key considerations for meeting the needs of sports fans**  
Senior representative, fans
- 10.30 **Addressing issues for public access and affordability**  
*assessing implications of declining free-to-air availability | audience reach and long-term sustainability of smaller sports | potential impact on grassroots participation and community engagement | affordability of subscriptions and equitable access | digital inclusion in rural and deprived areas | balancing commercial and public interests | addressing the drivers of pirated content usage | the role of government and enforcement bodies in reducing barriers to access*  
**Stephen Taylor Heath**, Partner, JMW  
**Toni Charlton**, Trustee, Voice of the Listener and Viewer  
Senior speaker confirmed from **Sky**  
Senior representative, rights holders
- 10.50 Questions and comments from the floor
- 11.15 **Chair's closing remarks**  
Senior Parliamentary
- 11.20 Break
- 11.30 **Chair's opening remarks**  
**Chris Bloore MP**
- 11.35 **Priorities for securing the future of free-to-air UK sports coverage**  
**Neil Land**, Head of Business, BBC Sport
- 11.45 **Supporting access and protecting value - the evolving role of listed events**  
*options for defining adequate live and alternative coverage | balancing commercial value and public service obligations | supporting PSBs in delivery of sports coverage | options for addressing stakeholder concerns around Group A and Group B events, including rights acquisition and alternative coverage | implications for governing bodies and rights holders*  
Senior representative, commercial broadcaster  
Senior representative, governing body  
Senior representative, sport organisation
- 12.05 Questions and comments from the floor
- 12.30 **Next steps for developing Ofcom's regulatory framework and Code**  
**Anthony Szykaruk**, Director, Ofcom  
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
**Chris Bloore MP**  
**Thomas Howard**, Westminster Media Forum