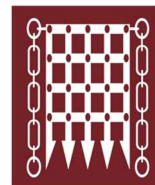


Westminster Media Forum policy conference

The future for Public Service Broadcasting

Timing: Morning, Friday, 11th December 2020

Taking Place Online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Baroness Kennedy of The Shaws
- 9.05 **Broadcast regulation going forward - options for a new framework**
Senior speaker confirmed from **Ofcom**
Questions and comments from the floor
- 9.30 Break
- 9.35 **Latest thinking on defining public service broadcasting, its place in the wider media market, and its contribution to people's lives and a society changed by the pandemic**
Professor Catherine Johnson, Professor of Media and Communications, University of Huddersfield
Ali Law, Director of Policy, UK and Ireland, Sky
Mitchell Simmons, VP, Government Relations, ViacomCBS
Senior representative, video on demand
Questions and comments from the floor
- 10.35 **Chair's closing remarks**
Baroness Kennedy of The Shaws
- 10.40 Break
- 10.50 **Chair's opening remarks**
Lord Black of Brentwood, Deputy Chairman, Telegraph Media Group and Vice Chair, All-Party Parliamentary ITV Group
- 10.55 **The long-term outlook for the media sector, and assessing what support might be required in the wake of the COVID-19 pandemic**
Senior representative, PSB
Questions and comments from the floor
- 11.20 **Attracting and retaining young and diverse audiences offered ever-widening choices - innovation, discoverability, and ensuring continued relevance**
Terrie Brennan, International Media Lead, Nielsen
Reemah Sakaan, Group Director, ITV SVOD and Chief Brand and Creative Development Officer, BritBox Global
Adam Minns, Executive Director, The Association for Commercial Broadcasters and On-Demand Services (COBA)
Senior representative, technology
Senior representative, production
Questions and comments from the floor
- 12.25 Break
- 12.30 **Policy priorities for addressing the key challenges facing public service broadcasting**
Senior speaker to be confirmed
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Lord Black of Brentwood, Deputy Chairman, Telegraph Media Group and Vice Chair, All-Party Parliamentary ITV Group
Peter van Gelder, Director, Westminster Media Forum