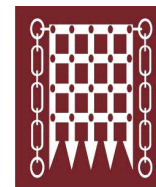


**Westminster eForum policy conference:**

**Competition in the digital economy - the Furman Review, digital advertising, and the regulatory framework in the UK and worldwide**

*Timing: Morning, Tuesday, 10<sup>th</sup> September 2019*

*Venue: Central London*



**WESTMINSTER  
eFORUM**

*Draft agenda subject to change*

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
Senior Parliamentarian
- 9.05 - 9.30 **Next steps for competition regulation in the digital economy - taking forward the recommendations of the Furman Review**  
**Professor Philip Marsden**, Member, Digital Competition Expert Panel and Professor, Law and Economics, College of Europe  
Questions and comments from the floor
- 9.30 - 9.40 **Assessing the position of digital platforms - do they have 'strategic market status'?**  
Senior representative, digital platform
- 9.40 - 10.45 **What is required from the UK's future competition framework to promote innovation and benefit consumers?**  
**Rocio Concha**, Chief Economist and Strategic Policy Partner, Which?  
Senior representative, legal  
Senior representative, technology  
Senior representative, e-commerce  
Senior representative, online services  
Questions and comments from the floor with senior representative, digital platform
- 10.45 - 10.50 **Chair's closing remarks**  
Senior Parliamentarian
- 10.50 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**  
Senior Parliamentarian
- 11.20 - 12.10 **The digital advertising value chain - promoting transparency, improving competition, and the way forward for publisher remuneration**  
Senior representative, advertising agency  
Senior representative, publishing  
Senior representative, legal  
Senior analyst  
Questions and comments from the floor
- 12.10 - 12.55 **Developing effective digital competition frameworks worldwide - next steps for international engagement**  
**Will Hayter**, Senior Director, Policy and International, CMA  
  
Senior representative, international regulation  
  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster eForum closing remarks**  
Senior Parliamentarian  
**Peter van Gelder**, Director, Westminster eForum