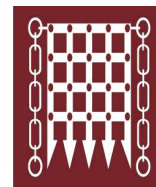


Westminster Media Forum policy conference
Children's media in the UK - funding, commissioning, and adapting to changing viewing habits

Timing: Morning, Friday, 28th February 2020

Venue: 15Hatfields, Chadwick Court, London SE1 8DJ



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Senior Parliamentarian
- 9.05- 9.20 **Supporting original programming and plurality in the children's broadcasting landscape - where next for the Young Audiences Content Fund?**
Jackie Edwards, Head, Young Audiences Content Fund, BFI
- 9.20 - 10.00 **The Young Audiences Content Fund in practice**
Siobhán Ní Bhrádaigh, Commissioning Editor, Young People, TG4

Patsi Mackenzie, Owner, Company Director and Executive Producer, Sorbier Productions

Questions and comments from the floor with **Jackie Edwards**, Head, Young Audiences Content Fund, BFI
- 10.00 - 10.50 **Key issues for public service content - attracting and retaining younger audiences, competing in a changing consumption landscape, and developing non-linear offerings**
Sarah Muller, Head of BBC Children's Acquisitions and Independent Animation

Colin Browne, Chairman, Voice of the Listener & Viewer

Richard Bradley, Managing Director, Lion Television

Questions and comments from the floor
- 10.50 - 10.55 **Chair's closing remarks**
Senior Parliamentarian
- 10.55 - 11.20 Coffee
- 11.20 - 11.25 **Chair's opening remarks**
Senior Parliamentarian
- 11.25 - 11.35 **Recent trends in the children's media market - consumption habits, content preferences, and impact on broadcast regulation going forward**
Kate Biggs, Director, Content Media Policy Group, Ofcom
- 11.35 - 11.55 **Commissioning high quality and diverse content for kids - ensuring continued discoverability, engaging underserved audiences, and developing multi-platform approaches**
Lucy Murphy, Head of Kids Content, Sky

Brenda Bisner, Chief Content Officer, Kidoodle.TV
- 11.55 - 12.05 **Increasing revenue streams available to children's media companies - opportunities for monetising IP, and the potential of brand partnerships**
Senior representative, brand management
- 12.05 - 12.30 Questions and comments from the floor
- 12.30 - 12.55 **Policy priorities for protecting and promoting children's media in the UK**
Jason Cotton, Head of Broadcasting Content Policy, DCMS
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum