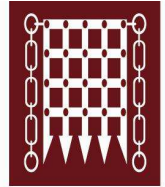


Westminster Media Forum policy conference
Sports broadcasting - innovation in commercial models and service delivery, rights and Listed Events, and the future for UK policy

Timing: Morning, Tuesday, 11th February 2020

Venue: St Martin-in-the-Fields, Trafalgar square, London WC2N 4JJ



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Rt Hon the Baroness Taylor of Bolton, Vice-Chair, Football All-Party Parliamentary Group
- 9.05 - 9.25 **The changing sports broadcasting landscape - emerging trends and key issues for rights holders**
William Bush, Executive Director, Premier League
Rufus Hack, Chief Content Officer, PGA European Tour and Ryder Cup
- 9.25 - 9.45 **Innovation in commercial broadcasting - partnerships, business models, and the impact of new entrants**
Jamie Hindhaugh, Chief Operating Officer, BT Sport
John Gleasure, Chief Business Development Officer, DAZN Group
- 9.45 - 10.05 Questions and comments from the floor
- 10.05 - 10.40 **Developing the viewer experience - the role of connectivity, AI, and video-on-demand services in the future creation and distribution of sports content**
Alex Kelham, Partner and Joint Head, Sports Business Group, Lewis Silkin
Steve Smith, Executive Director, Content, Sky Sports
Pete Burns, Vice President, OTT, Deltatre
Questions and comments from the floor
- 10.40 - 10.45 **Chair's closing remarks**
Rt Hon the Baroness Taylor of Bolton, Vice-Chair, Football All-Party Parliamentary Group
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**
Lord Addington, Vice President, UK Sports Association
- 11.15 - 12.30 **Assessing strategic approaches to pay-to-view and free-to-air sports coverage - balancing exposure and revenue generation, impact on audience engagement and commercial investment, and the future of Listed Events**
Ed Warner, former Chair, UK Athletics and Author, *Sport Inc.: Why money is the winner in the business of sport*
Alan Gilpin, Chief Operating Officer and Head of Rugby World Cup, World Rugby
Nigel Hill, Commercial Director, British Gymnastics
Vicky Gosling, Chief Executive Officer, GB Snowsport
Pete Andrews, Head of Sport, Channel 4
Questions and comments from the floor
- 12.30 - 12.55 **'Diversity and the Listed Events regime'**
Alastair Jones, Head of UK Television Policy, DCMS
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Lord Addington, Vice President, UK Sports Association
Michael Ryan, Deputy Editor, Westminster Media Forum