

**Westminster Media Forum Keynote Seminar:
Next steps for European media policy: the UK audiovisual industry and impact of AVMSD reform**

Timing: Morning, Tuesday, 15th March 2016

Venue: Sixty One Whitehall, London SW1A 2ET



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Stevenson of Balmacara, Shadow Spokesperson for Culture, Media and Sport
- 9.05 - 9.15 **The future of European audiovisual media policy - latest developments**
Dr Sally Broughton Micova, Lecturer in Communications Policy and Politics, University of East Anglia
- 9.15 - 9.45 **The view from the European Commission**
Krisztina Stump, Deputy Head of Unit, Converging Media and Content, DG CONNECT, European Commission
Questions and comments from the floor
- 9.45 - 11.00 **The European audiovisual media market: content, competition and convergence**
As more consumers across Europe migrate online for audiovisual content, are the current underlying assumptions of the AVMSD and e-Commerce Directives - particularly the distinction between linear and non-linear content - still applicable for today's regulatory needs and in support of fair competition? Should the scope of the AVMSD be extended to cover obligations for online platforms, content carriers and hosts of user-generated content? How can future EU media policy effectively encourage high-quality content production and monetisation? How currently fit for purpose is the Country of Origin principle - does it remain fair and essential to a harmonised European market or is there a need for establishing a 'country of destination' principle for VoD and online services; how would the UK media sector be affected by its removal?
Katharina Ribbe, Head of Content Regulation, Department for Culture, Media and Sport
Helen Keefe, Head of International Policy, BBC
Helen Burrows, Head of Policy, BT Group
Magnus Brooke, Chairman, Association of Commercial Television Europe and Director of Policy and Regulatory Affairs, ITV
Adam Minns, Executive Director, Commercial Broadcasters Association (COBA)
Questions and comments from the floor with **Dr Sally Broughton Micova**, Lecturer in Communications Policy and Politics, University of East Anglia
- 11.00 - 11.05 **Chair's closing remarks**
Lord Stevenson of Balmacara, Shadow Spokesperson for Culture, Media and Sport
- 11.05 - 11.35 Coffee
- 11.35 - 11.40 **Chair's opening remarks**
Rt Hon the Lord Whitty, Chairman, House of Lords EU Internal Market Sub-Committee
- 11.40 - 12.45 **Regulatory independence, cultural diversity and consumer protection**
At a time when wider regulation is moving towards greater harmonisation at a European level, what are the challenges for ensuring the independence of media regulators to protect the promotion of European works and 'national' cultural ecosystems across Member States? Is a graduated approach to regulating linear and non-linear content differently appropriate going forward - with particular reference to the protection of minors from inappropriate content? Do minimum rules on commercial communications for certain advertisements and product placements need tightening to apply to on-demand services as well as linear broadcast? In light of the upcoming EU-Referendum for UK citizens in June, to what extent would a withdrawal or a substantial re-negotiation of membership terms impact key stakeholders in the UK's audio-visual industry - particularly if the benefits of guaranteed freedom of retransmission in other Member States were no longer guaranteed? How strong are the arguments for and against the inclusion of the audio-visual industries within the proposed TTIP trade agreement between the US and the EU and how might this impact the UK?
John Davidson-Kelly, Partner, Osborne Clarke
Professor Robert Beveridge, University of Sassari, Sardinia, Italy and Tutor, Scottish Media Academy and
Professor Rosario Cecaro, University of Sassari, Sardinia, Italy
Dr Oliver Gray, Director General, European Advertising Standards Alliance
Questions and comments from the floor
- 12.45 - 12.55 **Concluding remarks**
Krisztina Stump, Deputy Head of Unit, Converging Media and Content, DG CONNECT, European Commission
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Rt Hon the Lord Whitty, Chairman, House of Lords EU Internal Market Sub-Committee
Amy Cutter, Producer, Westminster Media Forum