

**Westminster Media Forum policy conference:  
The future for public service media in the UK**  
*Timing: Morning, Wednesday, 21<sup>st</sup> January 2026*  
**\*\*\*Taking place online\*\*\***



**WESTMINSTER  
MEDIA FORUM**

*Draft agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
**Rt Hon Lord McNally**, Member, All-Party Parliamentary Group on Media
- 9.05 **Key considerations for the future of public service media**  
**Pukar Mehta**, Partner and Head of Media Strategy, KPMG
- 9.20 **Priorities for maintaining the resilience of PSBs**  
**Magnus Brooke**, Group Director, Strategy, Policy and Regulation, ITV
- 9.35 **Key issues for PSM - audience viewing habits, funding and regional considerations**  
*recommendations from Ofcom's Public Service Media Review | universality, access and digital inclusion in long-term distribution models | the future of DTT and implications of migration to IPTV | strategies for connecting with younger and short-form video audiences | PSB contribution to media economy growth and investment under the Creative Industries Sector Plan | CMA/Ofcom approaches to market assessment and potential consolidation | implications of the 2025 Spending Review | strategies for tackling funding, revenue and cost challenges | impact of budgetary pressures and changing commissioning patterns for the independent production sector | supporting the production and distribution of quality content | protecting sustainability of local and global news | priorities for supporting regional production hubs | radio and audio growth, DAB+ and rural access*  
**Emily Oyama**, Policy Director, Pact  
**David Smith**, Director, Screen, Screen Scotland  
**Matt Payton**, Chief Executive, Radiocentre  
**Konrad Shek**, Director, Public Policy and Regulation, Advertising Association  
Senior representative, audiences
- 10.05 Questions and comments from the floor
- 10.30 **The role of PSB in the wider UK media and production sector, and the future relationship with streaming services**  
*collaboration and new commissioning models | implications for competition and investment | prominence and discoverability on connected devices | television selection services regime and expectations for navigation and search | convergence across broadcast, on-demand and video-sharing | implications of advertising trends and youth audience shifts*  
Senior representative, commissioning  
Senior representative, streaming service  
Senior representative, legal  
Questions and comments from the floor
- 11.20 **Chair's closing remarks**  
**Rt Hon Lord McNally**, Member, All-Party Parliamentary Group on Media
- 11.25 Break
- 11.35 **Chair's opening remarks**  
Senior parliamentarian
- 11.40 **Strategic priorities for the BBC in the context of the upcoming Charter Review**  
**Kate Biggs**, Policy Controller, BBC
- 11.55 **Stakeholder views on the upcoming Charter Review and its impact on the wider PSM landscape**  
*assessing the anticipated Green Paper on the BBC Charter Review and key priorities for the BBC and its role in national life | serving audiences across UK society | implications of a changing funding model for the BBC and potential impact more widely in the sector | maintaining strong editorial standards | addressing concerns and moving forward following accusations of bias | priorities for the new Director General | BBC commercial ventures and growth priorities under the Creative Industries Sector Plan | ensuring continued public access across linear and on-demand platforms*  
**Lee Edwards**, Professor, Strategic Communications and Public Engagement, London School of Economics  
**Geraint Evans**, Chief Executive, S4C  
**Colin Browne**, Chair, Voice of the Listener and Viewer  
Senior analyst  
Senior representative, journalism
- 12.30 Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
Senior Parliamentarian  
**Thomas Howard**, Westminster Media Forum