

Westminster Media Forum policy conference:

The future for sports broadcasting in the UK

Timing: Morning, Tuesday, 24th June 2025

Taking Place Online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Assessing the sports broadcasting landscape in the UK**
Huw Evans, Senior Consultant, Oliver & Ohlbaum Associates
Questions and comments from the floor
- 9.30 **The broadcasting market - commercial pressures, consumer expectations and tackling piracy**
fragmentation of rights and multi-platform distribution / competition between PSBs, pay-TV and OTT / strategies for protecting value / impact of online platforms and international models / future of league-controlled direct-to-consumer services / strategies for tackling piracy
Senior representative, rights holder
Senior representative, online platform
Senior representative, league
Senior representative, anti-piracy
Questions and comments from the floor
- 10.20 **Key considerations for meeting the needs of sports fans**
Senior representative, fans
- 10.30 **Addressing issues for public access and affordability**
assessing implications of declining free-to-air availability / potential impact on grassroots participation and community engagement / affordability of subscriptions and equitable access / addressing the drivers of pirated content usage / the role of government and enforcement bodies
Stephen Taylor Heath, Partner, JMW
Senior representative, rights holders
Senior representative, consumers
- 10.50 Questions and comments from the floor
- 11.15 **Chair's closing remarks**
Senior Parliamentarian
- 11.20 Break
- 11.30 **Chair's opening remarks**
Senior Parliamentarian
- 11.35 **Priorities for securing the future of free-to-air UK sports coverage**
Neil Land, Head of Business, BBC Sport
- 11.45 **Supporting access and protecting value - the evolving role of listed events**
options for defining adequate coverage / balancing commercial value and public interest / supporting PSBs in delivery of sports coverage / options for addressing stakeholder concerns around Group A and Group B events, including rights acquisition and alternative coverage / implications for governing bodies and rights holders
Senior representative, governing body
Senior representative, commercial broadcaster
Senior representative, sport organisation
- 12.05 Questions and comments from the floor
- 12.30 **Next steps for developing Ofcom's regulatory framework and Code**
Anthony Szyndkaruk, Director, Ofcom
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum