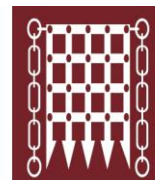


## Westminster Media Forum policy conference

### The future for Public Service Broadcasting

Timing: Morning, Friday, 11<sup>th</sup> December 2020

\*\*\*Taking Place Online\*\*\*



WESTMINSTER  
MEDIA FORUM

*Draft agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
**Baroness Kennedy of The Shaws**
- 9.05 **Policy priorities for addressing the key challenges facing public service broadcasting**  
**Lord Young of Norwood Green**, former Governor, BBC  
Questions and comments from the floor
- 9.35 Break
- 9.40 **Latest thinking on defining public service broadcasting, its place in the wider media market, and its contribution to people's lives and a society changed by the pandemic**  
**Professor Catherine Johnson**, Professor of Media and Communications, University of Huddersfield  
**Ali Law**, Director of Policy, UK and Ireland, Sky  
**Mitchell Simmons**, VP, Government Relations, ViacomCBS  
**Helen Jay**, Head of Policy and Corporate Affairs, Channel 4  
**Paul Oldfield**, Controller of Policy, BBC  
Questions and comments from the floor
- 11.00 **Chair's closing remarks**  
**Baroness Kennedy of The Shaws**
- 11.05 Break
- 11.15 **Chair's opening remarks**  
**Lord Young of Norwood Green**, former Governor, BBC
- 11.20 **The long-term outlook for the media sector, and assessing what support might be required in the wake of the COVID-19 pandemic**  
**Claire Enders**, Founder, Enders Analysis  
Questions and comments from the floor
- 11.50 Break
- 11.55 **Attracting and retaining young and diverse audiences offered ever-widening choices - innovation, discoverability, and ensuring continued relevance**  
**Terrie Brennan**, International Media Lead, Nielsen  
**Magnus Brooke**, Director of Policy and Regulatory Affairs, ITV  
**Adam Minns**, Executive Director, The Association for Commercial Broadcasters and On-Demand Services (COBA)  
**Kate O'Connor**, Executive Chair, Animation UK Council, UK Screen Alliance  
Senior representative, production  
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
**Lord Young of Norwood Green**, former Governor, BBC  
**Michael Ryan**, Deputy Editor, Westminster Media Forum