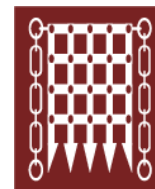


Westminster Media Forum policy conference:

Next steps for the UK video games industry

Timing: Morning, Wednesday, 21st May 2025

Taking Place Online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

8.30 Registration

9.00 **Chair's opening remarks**

Charlotte Nichols MP, Chair, All-Party Parliamentary Group for Video Games and Esports

9.05 **Opportunities, issues and outlook for the UK video games sector**

Nick Poole, CEO, Ukie

Questions and comments from the floor

9.30 **Priorities for sector growth and development**

assessing implications of the continued Video Games Expenditure Credit / expectations surrounding the Government's Invest 2035 strategy / implications of further funding of the UK Games Fund / expectations of the upcoming Spending Review / priorities for supporting smaller studios / supporting the domestic industry and attracting investment

Daniel Dyball, Director, UK and APAC Public Policy, Sony Interactive Entertainment

Emily Bailey, CEO and Co-Founder, Antler Studios

Ekrem Shahin, Head, Video Games Corporate Finance, KPMG

Dr Charlotte Frost, Programme Manager, Games and Innovation Nexus, University of Surrey

Questions and comments from the floor

10.15 **Key considerations for safeguarding and user protection**

Dr David Zendle, Director, Smart Data Donation Service

Questions and comments from the floor

10.40 **Chair's closing remarks**

Charlotte Nichols MP, Chair, All-Party Parliamentary Group for Video Games and Esports

10.45 Break

10.55 **Chair's opening remarks**

Zoe Franklin MP

11.00 **Priorities for education and skills development within the video games sector:**

Lisa Opie, Chair, Screenskills; and Managing Director, Ubisoft

Questions and comments from the floor

11.25 **The way forward for innovation and responsible sector development**

protecting IP rights for creators / opportunities for innovation presented by generative AI / conflict between generative AI and copyright frameworks / emerging regulatory challenges / priorities for ensuring responsible use of generative AI / priorities for consumer protection / considering the future of VR and Narrative VR

Nick Allan, Partner, Mishcon de Reya

Dr Celia Pontin, Director, Policy and Public Affairs, Flux Digital Policy

Christopher Morrison, Founder, Reality Plus

Ben Ackland, Co-Founder and Tech Lead, Meaning Machine

Questions and comments from the floor

Assessing the current direction of regulation and next steps for policy in the video games sector

12.10 **The Digital Fairness Act and implications of international regulatory developments on the UK**

Martin Dawson, Deputy Head, Audiovisual Industry and Media Support Programmes, European Commission

12.20 **Supporting the industry through the Video Games Expenditure Credit**

Anna Mansi, Director, Video Games and Certification, British Film Institute

12.30 **Next steps for enhancing studio access to funding**

Paul Durrant, Founder and CEO, UK Games Fund

12.40 Questions and comments from the floor

12.55 **Chair's and Westminster Media Forum closing remarks**

Zoe Franklin MP

Thomas Howard, Westminster Media Forum