



Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**  
**Lord Inglewood**, Chairman, House of Lords Select Committee on Communications
- 9.05 - 9.20 **The regulatory landscape for public service broadcasting**  
**Chris Woolard**, Group Director, Content, International and Regulatory Development, Ofcom
- 9.20 - 10.20 **A new definition of PSC?**  
*What is 'public service content' in the current multi-channel, multi-platform context? How has delivery of PSC by small-scale film-makers, USG (User Generated Content), not-for profits and government communications changed the nature of the PSB - do they compete? Does more need to be done to ensure the continued carriage of PSC on other platforms away from the traditional broadcasters? More widely, does the definition of what constitutes PSB need to change? How would a narrowed definition of PSC as outlined in the Broadcasting (Public Service Content) Bill - comprising impartial, factual and objective news; to inform, educate and entertain children and for content not otherwise provided by the market - affect broadcasters and programming? Is there a case to expand the definition? Would the market deliver PSC without regulatory intervention, as seen in the case of Sky Arts? Does the focus on public service content obscure other important aspirations of public service broadcasting such as universal access, encouraging innovative programming, and sustaining UK content? Should investment obligations on British production be extended beyond the core PSB channels? Has the power of the PSBs over the UK television market had a positive or negative effect on the ability of British broadcasters and production companies to compete internationally? Should specific provisions addressing the protection and definition of public service content be contained in the Communications Bill?*  
**Jon Watts**, Director and Co-founder, MTM London  
**Jane Burton**, Head of Content and Creative Director, Tate Media  
**David Wheeldon**, Director, Policy and Public Affairs, BSkyB  
**Greg Childs**, Secretary, Save Kids' TV  
**Professor Steven Barnett**, Professor of Communications, University of Westminster  
Questions and comments from the floor with **Chris Woolard**, Group Director, Content, International and Regulatory Development, Ofcom
- 10.20 - 11.20 **Commercial public service broadcasting - finding a sustainable model for PSB**  
*With the Channel 3 and 5 licenses up for renewal in 2014, and Ofcom committed to consult in 2011/2012, is there still public value in ITV and Channel 5 remaining Public Service Broadcasters? With the Communications Bill also expected for 2014, is there a danger in bidding for the licenses without knowing the regulatory landscape? Is commercial delivery of public service content sustainable for broadcasters? Post-switchover, with the airwaves no longer being offered for free, does a new proposition need to be offered to PSBs to retain their status? Would ITV and Channel 5 survive as non-PSB channels? More widely, how would their ad revenue and value be affected? Will YouView change the game and enable universality without the need of a formal PSC mandate? What impact would ITV and Channel 5 opting out of PSB have on the delivery of public service content? Would plurality be affected or would other broadcasters such as Sky, or the market more generally, fill the space without a mandate?*  
**Dustin Chodorowicz**, Partner, Nordicity  
**Dr Damian Tambini**, Senior Lecturer, Department of Media and Communications, London School of Economics and Political Science  
**Martin Le Jeune**, Director, Open Road  
**Martin Stott**, Head of Corporate & Regulatory Affairs, Channel 5  
**Nigel Warner**, Director of Public Affairs, ITV  
Questions and comments from the floor
- 11.20 - 11.25 **Chairman's closing remarks**  
**Lord Inglewood**, Chairman, House of Lords Select Committee on Communications
- 11.25 - 11.50 Coffee
- 11.50 - 11.55 **Chairman's opening remarks**  
**Baroness Bonham-Carter**, Co-Chair, Liberal Democrat Parliamentary Policy Committee on Culture, Olympics, Media and Sport
- 11.55 - 12.10 **Securing a future for public service broadcasting**  
*Analysis of the challenges facing commercial and non-commercial public service broadcasters, their changing role and value. Channel 4's priorities ahead of a new Communications Act.*  
**Dan Brooke**, Director of Marketing and Communications, Channel 4
- 12.10 - 12.55 **Channel 4's public service role in a digital world**  
*With a new management team in place, an enhanced remit and a commitment to self sufficiency, where does Channel 4 sit in the public service content landscape of a digital world? Is the new management's vision for Channel 4 the right one? With extensions to its public service remit, such as the delivery of more online public service content, but the cancellation of money-generating shows such as Big Brother and Friends, is Channel 4 able to "stand on its own two feet"? If ITV and Channel 5 vacate the PSB stage will Channel 4 be expected to do more? Can Channel 4 continue to meet its commitment to support diversity of supply from the independent sector?*  
**Professor Stewart Purvis**, Professor of Television Journalism, Department of Journalism, City University London  
**Roger Graef**, Founder and Executive Producer, Films of Record  
**Maggie Brown**, Media Writer, The Guardian  
**Alex Connock**, Chief Executive Officer, Ten Alps  
Questions and comments from the floor with **Dan Brooke**, Director of Marketing and Communications, Channel 4
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**  
**Baroness Bonham-Carter**, Co-Chair, Liberal Democrat Parliamentary Policy Committee on Culture, Olympics, Media and Sport  
**Thomas Raynsford**, Senior Producer, Westminster Media Forum