



**WESTMINSTER
MEDIA FORUM**

The future for local media - TV, print, radio and the web 30th May 2013

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

Contents

| | |
|---|-----------|
| <u>About this Publication</u> | 3 |
| <u>Agenda</u> | 4 |
| <u>Session Chair's opening remarks</u> | |
| Roger Parry , Chairman and Co-founder, MSQ Partners; Author, <i>Creating Viable Local Multi-media Companies in the UK</i> (2009) and former Chairman, Johnston Press (2001-2009) (<i>transcript</i>) | 6 |
| <u>The prospects and challenges for local media</u> | |
| Douglas McCabe , Analyst, Enders Analysis (<i>transcript</i>) | 8 |
| <u>Challenges for the local television network</u> | |
| Ed Hall , Chief Executive, Comux UK (<i>transcript</i>) | 11 |
| <u>Delivering sustainable local news and media</u> | |
| Peter Davies , Director, Content Policy, Ofcom (<i>transcript</i>) | 14 |
| Questions and comments from the floor with Ed Hall , Chief Executive, Comux UK (<i>transcript</i>) | 17 |
| <u>Plurality and the regulatory, public policy options to support local news and media</u> | |
| Geraldine Allinson , Chairman, KM Group (<i>transcript</i>) | 21 |
| Roy Greenslade , Professor of Journalism, City University London (<i>transcript</i>) | 24 |
| Tim Kirkman , Chief Operating Officer, ESTV - London Live (<i>text submitted by speaker</i>) | 26 |
| Questions and comments from the floor (<i>transcript</i>) | 29 |
| <u>Session Chair's closing remarks</u> | |
| Roger Parry , Chairman and Co-founder, MSQ Partners; Author, <i>Creating Viable Local Multi-media Companies in the UK</i> (2009) and former Chairman, Johnston Press (2001-2009) (<i>transcript</i>) | 33 |
| <u>Session Chair's opening remarks</u> | |
| Professor Stewart Purvis , Professor of Television Journalism, Department of Journalism, City University London (<i>transcript</i>) | 34 |
| <u>The importance of local media and creating sustainable models</u> | |
| Steve Auckland , Chief Executive, Local World (<i>transcript</i>) | 35 |
| <u>Emerging business models for local content - television, radio, the web and print</u> | |
| Andrew David , Managing Director, Siren FM and Chair, Community Media Association (<i>transcript</i>) | 39 |
| Jimmy Buckland , Director of Strategy, UTV (<i>transcript</i>) | 41 |
| Thomas Laranjo , Managing Director, Total Media (<i>transcript</i>) | 43 |
| Jamie Conway , Chief Executive, Made Television (<i>transcript</i>) | 45 |
| Questions and comments from the floor with Steve Auckland , Chief Executive, Local World (<i>transcript</i>) | 47 |
| <u>Hyperlocal content and media</u> | |
| William Perrin , Founder, Talk About Local and Member, Local Public Data Panel, data.gov.uk (<i>transcript</i>) | 53 |
| <u>Hyperlocal's place within the local media landscape</u> | |
| Jon Kingsbury , Director, Creative Economy Innovation Programmes, NESTA (<i>transcript</i>) | 57 |
| Sean Kelly , Managing Director, Neighbour Net (<i>transcript</i>) | 59 |
| Bobby Hain , Director of Channels, STV (<i>transcript</i>) | 61 |
| Simon Perry , Editor, On The Wight (<i>transcript</i>) | 63 |
| Questions and comments from the floor with William Perrin , Founder, Talk About Local and Member, Local Public Data Panel, data.gov.uk (<i>transcript</i>) | 65 |
| <u>Session Chair's and Westminster Media Forum closing remarks</u> | |
| Professor Stewart Purvis , Professor of Television Journalism, Department of Journalism, City University London (<i>transcript</i>) | 73 |
| Thomas Raynsford , Senior Producer, Westminster Media Forum (<i>transcript</i>) | 74 |
| <u>Press</u> | 75 |
| <u>List of Delegates Registered for Seminar</u> | 76 |
| <u>Contributor Biographies</u> | 81 |
| <u>About the Core Sponsors of the Westminster Media Forum</u> | 85 |

About this Publication

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: The future for local media - TV, print, radio and the web held on 30th May 2013. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Media Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Media Forum are acknowledged. We would also appreciate being informed.

Westminster Media Forum

4 Bracknell Beeches
Old Bracknell Lane West
Bracknell
Berkshire RG12 7BW

T: 01344 864796

F: 01344 420121

publications@westminsterforumprojects.co.uk

Directors

Peter van Gelder

Chris Whitehouse