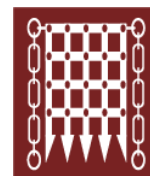


Westminster Media Forum policy conference:
The future for online advertising in the UK - policy, regulation and market development
Timing: Morning, Monday, 23rd June 2025
*****Taking Place Online*****



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Lord Cameron of Lochiel
- 9.05 **Key developments in online advertising in the UK - implications for regulation, innovation and growth**
Professor Iain MacRury, Professor, Communications, Media and Culture, University of Stirling
Questions and comments from the floor
- 9.35 **Priorities for supporting and growing the online advertising ecosystem**
implications of the Digital Markets, Competition and Consumers Act, Online Safety Act, and Data (Use and Access) Act / priorities for regulatory coordination and cross-sector collaboration
Sinead Coogan Jobs, Head, Policy and Public Affairs, Internet Advertising Bureau
- 9.50 **Next steps for consumer protection in digital advertising**
competition, consumer protection and data / transparency, accountability and priorities for reform
Dan Smith, Head, Advertising Law, Gowling WLG
Katie Watts, Head, Campaigns and Policy, MoneySavingExpert
- 10.10 **The future for policy and regulation for online advertising in the UK**
role of industry initiatives and self-regulation - progress, gaps and future direction / evaluating progress made by the Online Advertising Taskforce
Guy Parker, CEO, Advertising Standards Authority
- 10.25 Questions and comments from the floor
- 10.55 **Chair's closing remarks**
Lord Cameron of Lochiel
- 11.00 Break
- 11.10 **Chair's opening remarks**
Baroness Bennett of Manor Castle
- 11.15 **Impact of the Online Safety Act on platforms and advertisers - addressing challenges in implementing new requirements**
Matthew Niblett, Senior Policy Advisor, Which?
- 11.25 **'The role of AI in advertising'**
Stevan Randjelovic, Head, Public Policy and Industry Affairs, WPP
- 11.35 **The way forward for innovation, best practice and coordination with regulation in digital advertising**
early insights from the CMA's SMS investigations and implications for innovation and market dynamics / role of AI, practicalities and best practice for design and deployment / unlocking innovation to stimulate growth / tackling subscription traps, drip pricing, and fraudulent advertising / strengthening brand safety, transparency and accountability / priorities for regulatory coordination and industry initiatives
Jules Kendrick, Chief Growth Officer, Trustworthy Accountability Group
Nik Speller, Managing Director, UK, Influencer
Ali McClintock, SVP, Growth and Head, UKI, DEPT
- 11.55 Questions and comments from the floor
- 12.30 **Regulatory priorities for data protection, consumer rights and market innovation**
Stephen Almond, Executive Director, Regulatory Risk, Information Commissioner's Office
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Baroness Bennett of Manor Castle
Thomas Howard, Westminster Media Forum