

Westminster Media Forum policy conference:

The future for sports broadcasting in the UK

Timing: Morning, Tuesday, 24th June 2025

Taking Place Online



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Professor Robert Beveridge, former Professor, Media Policy, University of Sassari, Sardinia
- 9.05 **Assessing the sports broadcasting landscape in the UK - financial sustainability, market pressures, and the impact of changing viewer habits**
Huw Evans, Senior Consultant, Oliver & Ohlbaum Associates
Questions and comments from the floor
- 9.35 **The broadcasting market - commercial pressures, consumer expectations and tackling piracy**
fragmentation of rights and multi-platform distribution | competition between PSBs, pay-TV, and OTT | rights valuations and financial sustainability | strategies for protecting value | impact of online platforms and international models | market access for non-mainstream and emerging sports | future of league-controlled direct-to-consumer services and partnerships | strategies for tackling piracy and protecting live sports revenue
Kieron Sharp, Chairman, Federation Against Copyright Theft (FACT)
Rob Pilgrim, Head, Sport, YouTube
Pete Burns, SVP, Strategic Partnerships, Deltatre
Questions and comments from the floor
- 10.20 **Key considerations for meeting the needs of sports fans**
Kevin Miles, CEO, Football Supporters' Association
- 10.30 **Addressing issues for public access and affordability**
assessing implications of declining free-to-air availability | audience reach and long-term sustainability of smaller sports | potential impact on grassroots participation and community engagement | affordability of subscriptions and equitable access | digital inclusion in rural and deprived areas | balancing commercial and public interests | addressing the drivers of pirated content usage | the role of government and enforcement bodies in reducing barriers to access
Stephen Taylor Heath, Partner, JMW
Toni Charlton, Trustee, Voice of the Listener and Viewer
Jo Osborne, Head, Women's Sport, Sky
- 10.50 Questions and comments from the floor
- 11.15 **Chair's closing remarks**
Professor Robert Beveridge, former Professor, Media Policy, University of Sassari, Sardinia
- 11.20 Break
- 11.30 **Chair's opening remarks**
Stephen Taylor Heath, Partner, JMW
- 11.35 **Priorities for securing the future of free-to-air UK sports coverage**
Neil Land, Head of Business, BBC Sport
- 11.50 **Supporting access and protecting value - the evolving role of listed events**
options for defining adequate live and alternative coverage | balancing commercial value and public service obligations | supporting PSBs in delivery of sports coverage | options for addressing stakeholder concerns around Group A and Group B events, including rights acquisition and alternative coverage | implications for governing bodies and rights holders
Professor Robert Beveridge, former Professor, Media Policy, University of Sassari, Sardinia
Mark Lichtenhein, Chair, Sports Rights Owners Coalition
- 12.05 Questions and comments from the floor
- 12.30 **Next steps for developing Ofcom's regulatory framework and Code**
Anthony Szykaruk, Director, Ofcom
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Stephen Taylor Heath, Partner, JMW
Thomas Howard, Westminster Media Forum