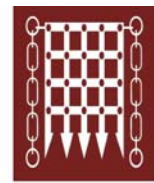


**Westminster Media Forum Keynote Seminar:
The UK radio industry - innovation, competition and switchover**

Timing: Morning, Wednesday, 12th March 2014

Venue: Sixty One Whitehall, London SW1A 2ET



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Lord Gordon of Strathblane, Member, All-Party Parliamentary Media Group
- 9.05 - 9.15 **Radio in Britain**
An overview of the challenges and opportunities for the UK radio industry - including the impact of digital switchover, consolidation of providers in the market, the promise of hyper-local services and capitalising on the global reach of new distribution channels.
David Elms, Partner, KPMG
- 9.15 - 9.50 **Radio in an increasingly competitive landscape**
Radio's place as a mass medium is arguably under more pressure than any other platform, with competition from online streaming services, podcast downloading and technological innovations, yet RAJAR figures show listener numbers remaining strong. How is radio managing to retain its popularity, what more needs to be done, and what are the prospects for the future? With 4G and connected cars enabling access to competing services, what can the industry do to ensure that radio remains a destination of choice in an online age?
Mark Friend, Controller, Multi-platforms and Interactive, Radio, BBC
James Cridland, Managing Director, Media UK
Questions and comments from the floor with **David Elms**, Partner, KPMG
- 9.50 - 10.40 **Digital disruption: commercial opportunities and challenges**
How well is the radio industry addressing the challenges of retaining a unique value and content proposition - particularly with services such as Apple's iRadio, Pandora and Deezer marketing themselves as 'radio'? How can the industry further capitalise on its talent, content, context and live connection? What role are apps playing in the radio business model, and what are the likely future developments? What are the emerging ways for radio to demonstrate its value to advertisers, particularly in the context of increased use of digital marketing offering detailed ROI feedback?
Simon Redican, Managing Director, Radio Advertising Bureau
Tony Moorey, Content Director, Absolute Radio
Michael Hill, Managing Director, UK Radioplayer
Phil Critchlow, Founder and Director, TBI Media and Chair, Radio Independents Group
Questions and comments from the floor
- 10.40 - 10.45 **Chairman's closing remarks**
Lord Gordon of Strathblane, Member, All-Party Parliamentary Media Group
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chairman's opening remarks**
Tracey Crouch MP, Member, Culture, Media and Sport Select Committee
- 11.15 - 11.30 **Digital Switchover**
An analysis of the Government's plans for digital switchover.
Ford Ennals, Chief Executive, Digital Radio UK
- 11.30 - 11.55 **The future of UK radio**
'A view of the radio market from Bauer Media. How is radio making the move to being a truly digital medium? What are the key opportunities and challenges faced by businesses across the industry?'
Steve Parkinson, Managing Director, Bauer Radio London
Questions and comments from the floor
- 11.55 - 12.55 **Digital radio's future in the UK**
What should be Ofcom's priorities for allowing the industry greater freedom to adapt to changing consumer tastes and to ensure competition? In the context of Ofcom's small-scale DAB Brighton test, what are the next steps for supporting local DAB rollout through lower-cost transmitting stations and how can this be used to target demographically relevant coverage? What are the most promising strategies for government and for local BBC and commercial radio to drive usage and take-up of digital services - including the practicalities of unique content or on-air cross-promotion - and possible new approaches to marketing? Should the UK be thinking with a longer-term perspective about standards for digital radio broadcasting, with the rollout of DAB+ in other European states?
Roger Darlington, Chair, Consumer Expert Group
Paul Smith, General Manager, PURE, Imagination Technologies
Phil Riley, Chief Executive, Orion Media
Daniel Nathan, Chief Executive Officer, Brighton's Juice 107.2 and totallyradio.com
Jimmy Buckland, Director of Strategy, UTV Media (GB)
Questions and comments from the floor with **Ford Ennals**, Chief Executive, Digital Radio UK
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Tracey Crouch MP, Member, Culture, Media and Sport Select Committee
Peter van Gelder, Director, Westminster Media Forum