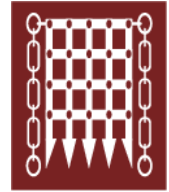


**Westminster Media Forum policy conference:
Next steps for public service media in the UK**

Timing: Morning, Friday, 28th February 2025

*****Taking Place Online*****



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Key issues for public service media - accessibility, funding, sustainability and regulation**
Senior commentator
Questions and comments from the floor
- 9.30 **Priorities for the BBC**
Senior speaker confirmed from the **BBC**
- 9.45 **Key considerations for PSM quality, sustainability and service to diverse UK audiences**
Ofcom's Review of Public Service Media | strategies for connecting with younger audiences | improving financial stability of PSBs | the future of linear advertising | next steps for sustainable delivery and production of content | ensuring accessibility to quality journalism | improving audience media literacy | tackling misinformation and disinformation | use of video-sharing platforms | how to ensure diversity of content
Senior representative, public service media
Senior representative, independent production
Senior representative, advertising
Senior representative, audiences
Senior representative, journalism
- 10.20 Questions and comments from the floor
- 10.40 **Chair's closing remarks**
Senior Parliamentarian
- 10.45 Break
- 10.55 **Chair's opening remarks**
Senior Parliamentarian
- 11.00 **Diversification, growth and transforming public service delivery**
Khalid Hayat, Director, Strategy and Consumer Insight, Channel 4
- 11.10 **The future relationship between public service media and global streaming platforms**
Senior representative, SVoD
- 11.20 Questions and comments from the floor
- 11.35 **Implications of new regulations for independent and regional production**
Senior representative, independent production
- 11.45 **Priorities for implementation of the Media Act 2024**
securing availability and prominence of PSB services | principles and approaches for the designation of television selection services | next steps for independent and regional production quotas | role of on-demand and third-party services in meeting PSB obligations | PSB prominence on voice-activated platforms | designation of VoD services and development of VoD Code and guidance
Sophie Chalk, Policy Advisor, Voice of the Listener and Viewer
Senior representative, public service media
Senior representative, legal
Senior representative, VoD
- 12.10 Questions and comments from the floor
- 12.30 **Priorities for public service media policy**
Mark Griffin, Deputy Director, TV Policy, Department for Culture, Media and Sport
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum