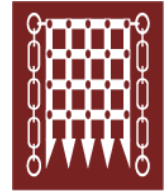


**Westminster Media Forum policy conference:
Next steps for the UK video games industry**

Timing: Morning, Wednesday, 21st May 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 **Opportunities, issues and outlook for the UK video games sector**
Nick Poole, CEO, Ukie
Questions and comments from the floor
- 9.30 **Priorities for sector growth and development**
assessing implications of the continued Video Games Expenditure Credit | expectations surrounding the Government's Invest 2035 strategy | implications of further funding of the UK Games Fund | expectations of the upcoming Spending Review | priorities for supporting smaller studios | supporting the domestic industry and attracting investment
Daniel Dyball, Director, UK and APAC Public Policy, Sony Interactive Entertainment
Emily Bailey, CEO and Co-Founder, Antler Studios
Ekrem Shahin, Associate Director, Corporate Finance, M&A, KPMG
Senior representative, innovation
Questions and comments from the floor
- 10.15 **Key considerations for safeguarding and user protection**
Dr David Zandle, Senior Lecturer, Department of Psychology, University of York
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 **Priorities for education and skills development within the video games sector**
Lisa Opie, Chair, Screenskills; and Managing Director, Ubisoft
Questions and comments from the floor
- 11.25 **The way forward for innovation and responsible sector development**
protecting IP rights for creators | opportunities for innovation presented by generative AI | conflict between generative AI and copyright frameworks | emerging regulatory challenges | priorities for ensuring responsible use of generative AI | priorities for consumer protection
Nick Allan, Partner, Mishcon de Reya
Dr Celia Pontin, Director, Policy and Public Affairs, Flux Digital Policy
Senior representative, industry
Senior representative, use case
Questions and comments from the floor
- 12.10 **Assessing the current direction of regulation and next steps for policy in the video games sector**
considerations for the implementation of Video Games Expenditure Credit | assessing the effectiveness of the video game certification process in supporting cultural and economic objectives | expectations from the upcoming Digital Fairness Act | implications of international regulatory developments on the UK | next steps for policy to support independent games development studios
Martin Dawson, Deputy Head, Audiovisual Industry and Media Support Programmes, European Commission
Anna Mansi, Director, Video Games and Certification, British Film Institute
Paul Durrant, Founder and CEO, UK Games Fund
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum