

Scotland Policy Conferences Keynote Seminar:

The TV market in Scotland: audiences, commissioning and the future of the BBC

Timing: Morning, Wednesday, 21st September 2016

Venue: Royal College of Surgeons of Edinburgh, Nicolson Street, Edinburgh EH8 9DW



SCOTLAND POLICY
CONFERENCES

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Jackson Carlaw MSP, Deputy Leader and Shadow Cabinet Secretary for Culture, Tourism and External Affairs, Scottish Conservative and Unionist Party
- 9.05 - 9.15 **The TV market in Scotland: an overview now and into the future**
Professor Robert Beveridge, University of Sassari, Sardinia, Italy and Tutor, Bauer Academy
- 9.15 - 10.00 **Next steps for the BBC in Scotland**
Ian Small, Head of Public Policy and Corporate Affairs, BBC Scotland
Bill Matthews, Trustee for Scotland, BBC Trust
Questions and comments from the floor with **Professor Robert Beveridge**, University of Sassari, Sardinia, Italy and Tutor, Bauer Academy
- 10.00 - 10.40 **Commissioning, content and reflecting the needs of Scottish audiences**
Bobby Hain, Director of Channels, STV
Donald Campbell, Chief Executive, MG ALBA
Questions and comments from the floor
- 10.40 - 10.45 **Chair's closing remarks**
Jackson Carlaw MSP, Deputy Leader and Shadow Cabinet Secretary for Culture, Tourism and External Affairs, Scottish Conservative and Unionist Party
- 10.45 - 11.20 Coffee
- 11.20 - 11.25 **Chair's opening remarks**
Lewis Macdonald MSP, Spokesperson for Culture, Sport, Tourism and External Affairs, Scottish Labour Party
- 11.25 - 11.35 **Latest on European media regulation and the implications of Brexit**
Dr Rachael Craufurd Smith, Reader in Media Law, University of Edinburgh
- 11.35 - 11.45 **Priorities for developing the sector: facilities, talent and locations**
Natalie Usher, Director of Screen, Creative Scotland
- 11.45 - 12.55 **Independent production: investment, local talent and options for content supply**

Ian MacKenzie, Nations & Regions Manager, Channel 4

Rosina Robson, Head of Nations & Regions, PACT

Simon Parsons, Freelance Producer

Ron Jones, Executive Chairman, Tinopolis Group

Questions and comments from the floor with **Natalie Usher**, Director of Screen, Creative Scotland
- 12.55 - 13.00 **Chair's and Scotland Policy Conferences closing remarks**
Lewis Macdonald MSP, Spokesperson for Culture, Sport, Tourism and External Affairs, Scottish Labour Party
Stephanie Barr, Forum Lead, Scotland Policy Conferences