

CTT Seminar 4 – Universal Access to High Quality, Public Service Content (PSC) in a Converged Environment

Programme
11 June 2008 - 9.00 – 13.00

9.00 – 9.45 Opening address by Andy Burnham Secretary of State for Culture, Media and Sport

10.00 Panel 1: Audiences and public service content: What changes do you expect in audience needs and demand for PSC over the next 10 years and what do you think are the implications of those changes for the scale, scope and form of PSC in 10 years time?

Speakers

- Ofcom - Peter Phillips
- BBC Trust – Diane Coyle
- VLV – Jocelyn Hay
- Human Capital – Simon Terrington
- Professor Patrick Barwise

11.30 Panel 2: PSC and convergence: the providers' point of view: What do you think the overall PSC landscape in the UK should look like in 10 years time (providers, mechanisms, funding)? With an emphasis on the overall system rather than your own organisation's role in it.

Speakers:

- BBC Executive – John Tate
- ITV – Carolyn Fairbairn
- Channel 4 – Andy Duncan
- Five – Sue Robertson
- BSkyB – Graham McWilliam
- [One other – to be confirmed]