

## Programme for PSM-AP Final Conference

Flagey, Place Sainte-Croix, 1050 Brussels (Belgium)

### Day 1: Tuesday, 16 September 2025

09:00 - 09:30 Welcome coffee

#### Industry keynotes

09:30 Welcome and introduction (Tim Raats)

09:35 - 09:55 Helen Burrows (BBC, Director of Distribution, former Head of Policy at BT)

09:55 - 10:15 Pål Nedregotten (Chief Technology and Product Officer, NRK)

10:15 - 10:30 PSM-AP Key Findings (Catherine Johnson)

10:30 - 11:00 Q&A

11:00 - 11:30 Coffee break

11:30 - 13:00 Session 1: Portal Futures and Broadcast Legacies

13:00 - 14:00 Lunch

14:00 - 15:30 Session 2: Is Personalisation the Solution or the Enemy?

15:30 - 16:00 Coffee break

16:00 - 17:30 Industry and regulatory panel hosted by Ofcom: *Navigating the regulatory evolution of new prominence regimes*

17:30 - 18:30 Reception

### Day 2: Wednesday 17 September 2025

09:00 - 09:30 Welcome coffee

09:30 - 11:00 Session 3: Of Fireworks and Bullseye Content: The Role of Public Value Entertainment

11:00 - 11:30 Coffee break

11:30 - 13:00 Session 4: PSM, TikTok and Instagram: A Marriage of Convenience

13:00 - 13:15 Closing remarks: Cielte Van Achter, Minister for Media, Flemish Government

13:15 - 15:00 Lunch/End