



# MEDIA

ALL THE HOT GOSSIP ABOUT MEDIA POLICY AND IMPORTANT PERSPECTIVES.

## Byte-Sized News: How AI is shaping UK Media

**NEW WORKING GROUP TO ADVISE ON THE FUTURE OF LINEAR TV BROADCASTING**

**SCREENSKILLS' FIVE-YEAR STRATEGY**

**UK GOVERNMENT PROPOSES MEDIA MERGERS LAWS TO BE MODERNISED**

**OFCOM'S OPEN LETTER TO ONLINE SERVICES PROVIDERS**

I would like to welcome you all to yet another exciting year for the All-Party Parliamentary Group, a chance for the media industry to voice their priorities and concerns with key policy makers and contribute to improving the UK's media sphere.

Technology is rapidly evolving, bringing a wave of change in all industries, with the media sector being

no exception. Artificial intelligence has become central to policy discussions in all sectors, media included. Major developments have taken place during the last legislative cycle, including the Digital Markets Competition and Online Safety Bill. One of our challenges during this new parliament will be to navigate the impact of new technologies, and explore the opportunities these

developments offer to the media industry.

I am honoured to be chairing this forum alongside Baroness Bonham-Carter, and I look forward to the fruitful discussions on these issues within Parliament.

Torcuil Crichton MP  
Chair of the Media APPG



# NEWS, VIEWS AND EVENTS

## NEW WORKING GROUP TO ADVISE ON THE FUTURE OF LINEAR TV BROADCASTING

The UK government, in response to new findings from the Department for Digital, Culture, Media and Sport (DCMS), has launched a forum to address the challenges facing traditional TV viewers as streaming becomes the dominant mode of television consumption. Media Minister Stephanie Peacock MP will lead the initiative, convening key stakeholders from Ofcom, TV broadcasters, and advocacy groups to ensure that all viewers, especially older individuals and those without internet access, retain access to world-class British content.

The DCMS research highlights that by 2040, up to 5% of UK households—around 1.5 million people—could remain excluded from online viewing due to connectivity and affordability barriers if no government action is taken.

The initiative includes three working groups representing the infrastructure, audience groups, and the TV sector, led by Enders Analysis's Gill Hind, Digital TV Group's Richard Lindsay-Davies, and DCMS College of Experts academic Catherine Johnson. Their goal will be to gather evidence and drive forward policy development ahead of large forum discussions.

## SCREENSKILLS' FIVE-YEAR STRATEGY

ScreenSkills has published [Powering Skills](#), its five-year strategy for the UK screen industries. Developed in consultation with over 1,600 industry professionals at all levels, the strategy will support and sustain a world-leading, diverse, and inclusive workforce, ensuring opportunities are accessible to all. Central to the strategy is a commitment to robust skills forecasting and high-quality



training. By identifying current and future skills gaps, ScreenSkills will respond to immediate industry needs and create a strategic workforce blueprint to support a sustainable, future-ready UK-wide workforce.

Partnerships with organisations including the BBC, Channel 4, and Create Central are pivotal to the strategy. In addition to supporting access to training nationwide, ScreenSkills will collaborate with partners to focus on the growing crossover and convergence of sector skills and emerging technologies, fostering a connected, adaptable workforce that will ensure the sector maintains its creative reputation globally and makes a significant contribution to

Invest in 2035.

## UK GOVERNMENT PROPOSES MEDIA MERGERS LAWS TO BE MODERNISED

Culture Secretary Lisa Nandy has announced a proposal to extend the UK's media merger powers to cover online news sites and news magazines, aligning with modern news consumption habits to bolster media freedom and plurality. This extension would allow the government to scrutinize mergers of digital news publications, such as HuffPost or The Independent, in the public interest. These measures assess how news increasingly shifts online and

# NEWS, VIEWS AND EVENTS



be regulated as human-generated content. Additional ways in which Generative AI tools are regulated include their use as 'search services' as well as when pornographic material is generated.

Ofcom continues by announcing the publishing of a final Illegal Harms Risk Assessment Guidance and Codes of Practice in December 2024, which will include measures to help user-to-user and search services to comply with regulations and protect users from any risks posed by Generative AI. Finally, Ofcom reminds to service providers that legal action may be taken should they fail to comply with their duties.

## APPG MEDIA INAUGURAL MEETING

The All-Party Parliamentary Group was inaugurated on Tuesday 10th September, setting a discussion forum within the Houses of Parliament for public policy for the media industry. Scottish Labour Politician and former BBC journalist Torcuil Chrichton MP has been elected as Chair, with former BBC and Channel 4 producer Baroness Bonham-Carter as co-chair. Baroness Thornton and Richard Holden MP have been chosen as vice-chairs, and discussion topics in future meetings will include BBC reforms, digital media regulation, and Ofcom's role in media.

## APPG MEDIA ANNUAL RECEPTION

The All-Party Parliamentary Media Group's Annual Reception will be hosted in the first quarter of 2025, with the aim to discuss key issues in media policy, including the role of AI in media, broadcast regulations, local news developments. It will be a chance for the media industry to come together to discuss with policymakers about the future of the media legislations.

ensures the public can access diverse, high-quality journalism. If approved, the new framework would allow the Culture Secretary to intervene in mergers meeting specific financial or market thresholds if they pose potential risks to accurate reporting, freedom of expression and media plurality. It would serve as an addition to the current Enterprise Act 2002, which allows the Culture Secretary to intervene in mergers and acquisitions in broadcasting, print, and local newspapers.

This new proposal seeks public input and emphasizes a balanced, non-retrospective approach that fosters industry growth while protecting public access to credible, varied news sources.

## OFCOM'S OPEN LETTER TO ONLINE SERVICES PROVIDERS

Ofcom has published an open letter addressed to online services providers operating in the UK, regarding how the Online Safety Act will apply to Generative AI and chatbots, in light of multiple incidents of online harm revolving its use.

After providing the context of this harm, including cases of death and virtual cloning, this letter reminds online service providers what is regulated under the Act, including that Generative AI and chatbots may still be a user-to-user service, in which case they would



# Get in on the action: Join our APPG

Get yourself a seat at the table and a platform for your views - become a member of the Media APPG.



## Benefits of membership include:

- ◆ Access and influence media policy with parliamentarians & policymakers
- ◆ Organise events in parliament with the Group
- ◆ Attendance and visibility at all Group events
- ◆ Six invites to the industry event of the year: the Group's annual reception
- ◆ Acknowledgement on all Group digital and print materials
- ◆ Opportunities to contribute to our blog and feature on this newsletter
- ◆ Parliamentary engagement supported by the Group's Secretariat
- ◆ A listing in the Parliamentary Register of APPG

The All-Party Parliamentary Media Group: enriching and informing debate and policy.

To find out more information or to join our group, email [hello@appgmedia.org](mailto:hello@appgmedia.org) and follow us on Twitter @APPGMedia

Feel free to forward this on to anyone you think would be interested. We welcome guest blogs and enquires about upcoming events.

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