

WHO CARES?
ADVERTISING

Who Cares Wins

Prospect Magazine

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'The Case for Quality Media' 2025 Workstream Team

Leader: Pam Vick, Caspia Consultancy

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Gordon Black, Director, Media Effectiveness, adidas

Brian Jacobs, Founder, BJ&A

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Introductory Remarks

According to The Advertising Association and WARC, £31 billion out of a UK total ad spend of £46.7 billion – 66.4% - goes to Google, META and Amazon.

Domestic media forms that are accountable, regulated, and measured via validated means, make up the balance.

The UK creative services industry contributed c. £124 billion in gross value added to the economy in 2023, about 5% of total economic output. It supports around 2.4 million jobs (y/e June 2024) and has historically grown faster than the economy as a whole. The UK is one of the top three exporters of creative services worldwide.

A healthy, pluralistic media scene benefits society as a whole.

Advertisers benefit from choice and control.

Everybody benefits from a safe online sector.

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Agenda

Introduction Brian Jacobs, Co-Founder, Advertising: Who Cares?

Who Cares About The Facts? Samira Brophy, Senior Director, IPSOS UK

Who Cares About Content? Moderator: Omar Oakes, Freelance Journalist

Leach; Panelists: Damian Collins OBE; Stephen Colegrave; Melanie
 Dominic Ponsford

REFRESHMENTS

Who Cares About Safety? Moderator: Jack Benjamin, Senior Reporter, The Media Leader

 Panelists: Jake Dubbins; Lexie Kirkconnell-Kawana; Andy Burrows;
 Cosima Wiltshire

Close Brian Jacobs, Co-Founder, Advertising: Who Cares?

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Who Cares About Content?

Omar
Oakes



Damian
Collins
OBE



Dominic
Ponsford



Melanie
Leach



Stephen
Colegrave



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Who Cares About Safety?

**Jack
Benjamin**



**Andy
Burrows**



**Jake
Dubbins**



**Lexie
Kirkconnell
-Kawana**



**Cosima
Wiltshire**



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