

March 23rd 2007

SUBMISSION TO OFCOM ON THE PROPOSAL FOR A PUBLIC SERVICE PUBLISHER

One World Broadcasting Trust welcomes the concept of the PSP in its ambition to appeal to a broad range of audiences and strengthen the delivery of PSC in the digital age

However there is an omission of any reference to international content within the PSP's creative remit which One World Broadcasting Trust believes needs to be addressed in order for the PSP to fulfil its obligations as a vehicle to aid the delivery of PSC.

One World Broadcasting Trust believes that international content is at the heart of public service broadcasting and by making no mention of this in the PSP proposal, that Ofcom is, in effect, failing in its role *'to further the interest of citizens, secure availability of a wide range of television [ie media content]... and maintain a sufficient plurality of providers'*.

Our case rests upon the increasing indivisibility of national and international events and processes which affect the lives of UK citizens, and therefore which require the availability of 'information and education' through the most-used media.

Additionally, on the basis of the obligations laid out in the 2003 Communications Act and the Ofcom PSB Review it is clear that Public Service Broadcasting (in this context Public Service Content) should 'make us aware of different cultures and alternative viewpoints', it should include 'Tier 3 general programmes about matters of international significance' and it should 'increase our understanding of the world'.

Conclusion

In line with Ofcom's predictions of declining PSC, One World Broadcasting Trust believes that there is likely to be a deficit in content which exposes the British public to the wider world. In a now 'globalised' world, we therefore recommend that Ofcom should reconsider its proposal for the Public Service Publisher, incorporating into its role and content an obligation to encourage material which both covers matters of international significance and also provides alternative perspectives of international issues which affect the UK.

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registered as a charity in accordance with the national assistance act 1948 charity number 296335 vat number 749 7103 11

About the One World Broadcasting Trust

The One World Broadcasting Trust works to increase understanding between developing and developed countries, through the effective use of media, and to highlight how in today's globalised world, all nations are inter-dependent.

To this end, the Trust seeks to raise awareness of global human rights, social and development issues – from poverty and debt to education, good governance and freedom of expression.

The Trust's coveted annual awards promote comprehensive coverage and analysis of all aspects of the developing world: its successes and achievements, as well as its problems and challenges, from as many different perspectives as possible

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