

To: PSBReview
Subject: Second Review - response

Dear Ofcom,

I am extremely concerned that, unlike the First Review of PSB, the Terms of Reference proposed for the Second Review do not look at local television. This is contrary to the evidence of demand for Local TV as a universal public service found in the DDR (Digital Dividend Review) research.

The absence of Local TV ignores the regulator research of three decades calling for a more local rather than regional TV news to be provided on TV, and the work of the ITC (2003) which found viewers wanting a high quality local TV service in place of regional ITV, given that ITV is relinquishing its regional remit.

The recent Local TV Stakeholder meeting at Ofcom committed the Second Review to explore further the case for public funding for Local TV having drawn attention to Ofcom's Policy on Local TV which identifies the need for Local TV to be (at least) an element of DTT in order to satisfy reach and impact.

Kent County Council is a leader in the exploration of Local TV and I urge you to consult pro-actively the counties of England and Wales over the matter.

Yours faithfully,
Peter Williams
Peter Williams Television