

Dear Offcom,

Re : Creative Industries micro media companies in relation to a Broadcast strategy for Scotland – a view.

I'd like this to feed into policy and strategy where it can.

In order to meet the challenge of the new network production quotas, agencies and organisations involved in the development of companies are missing a trick if they don't look to supporting and working with the micro media companies.

We need some fresh thinking and new applications of all the traditional business development and growth orthodoxies.

Micro companies would flourish if as an innovative business development approach Scottish Agencies could positively look to strategising the growth of the sector as a whole, rather than individual businesses which is the current policy, and re define SE criteria for involvement with these businesses to include broadcast track record, ambition and sustainability in a global marketplace as criteria, not just number of employees or turnover. At present they are falling out of the development loop.

If that was acknowledged, it follows a key strategy for the growth of this sector would be to 'Internationalise' these companies in order to increase exports. This way acknowledges that niche product in a global digital market place is now sustainable business model with a claim to be supported. It re defines growth to mean growing a market, not the traditional business orthodoxy of growing the number of employees and premise.

Given that, we would support the idea of a new Scottish Network Channel. It would increase the opportunities for Scottish Independent producers to be players in the International market place as a potential co-producer/financier, bringing other co-production finance to Scotland. This would mean a more diverse work can be brought into the freelance talent pool, that would retain Scottish talent - the kind of real talent that goes to London to seek more diverse work after working on long running returning format series for month after month... ?

BROKERAGE is a big idea key strategy that could be developed more, it's the territory for a lot of innovative thinking in order to develop the relationships with Broadcasters, distributors and others necessary for Local, and BIG Network and International commissioning to succeed. There are potential organisations in Scotland that could do a lot more of that for the micro sector, if Scottish Enterprise criteria for engagement with companies was relaxed to include the micros, as I've already mentioned. Micros can deliver big commissions, as many have shown.

The models for best practice for all of the above can be found in the European Media Program. One of the key knowledge people is Franca Pelster - the Director of the Marketplace - the market brokerage organisation that supports small EU companies into the MIP and other specialist and key global markets. She would be a key consultant on doubts any agency may have as to the economic worth or otherwise of working with Small to Micro companies in the Creative Media Industries in a global marketplace.

The EU Media program has some very well worked out targeted development, production distribution funding schemes that service the industry well. It is a great model for best practice for Scottish and UK agencies to build on and adapt. These are a few ideas I hope you'll take on board and feed into policy. Please note the annex below.

Yours sincerely,

Barbara Orton

Producer True TV and Film Ltd.

Annex

Copy of a letter sent to the Scottish Parliament from Scottish Producers in broad support of the findings of the Scottish Broadcast Commission.

As Scottish television production companies we welcome and support the findings and recommendations of the Scottish Broadcasting Commission. We agree with the Commission that Scotland has been operating at a funding and broadcasting deficit within the United Kingdom for far too long and urge action on the following recommendations.

- a) The BBC and Channel 4 should substantially invest in our creative economy.
- b) There should be a considerable increase in network production from Scotland.
- c) The BBC Trust must ensure that the commitment for 8.6% of network television production from Scotland is brought forward to 2012
- d) The proposed Scottish Network offering public service competition to BBC Scotland should be established with an annual budget of £75million as proposed.

We further welcome the recommendation that the BBC establish and maintain a substantial network commissioning presence in Scotland. We would want to examine in greater detail the implications of transferring the management of one of the BBC's four national television channels to Scotland. We also support the idea that Channel 4 should match the BBC in committing 8.6% to Scottish network production whilst moving one of its commissioning departments to Scotland.

However the main priority for us is spend in and from Scotland.

The Broadcasting Commission Report recommends that Scottish Enterprise take a more flexible approach to involvement with television production companies.

We wholeheartedly endorse this and urge broadcasters to work with us in order to create an industry that will meet the needs of a potentially huge audience.

We believe the Broadcasting Commission has laid the foundations for the recovery that our industry so badly needs. We look forward to working closely with all concerned. Together with the Scottish Government, Scottish Enterprise and Creative Scotland as well as the BBC, Channel 4 and ITV we can build a strong and flourishing television production industry in Scotland.

Signed by:

Marie Olesen, **Autonomi TV**
Alisdair MacCuish, **Bees Nees Media**
Arabella Page-Croft & Kieran Parker **Black Camel Productions**
Turan Ali, **Bona Broadcasting**
David Smith, **Brocken Spectre**
Seona Robertson & Les Wilson **Caledonia TV**
Anne Reilly, **Canary Films**
Jill Parry, **Connect Films**
Katie Lander, **Finestripe Productions**
Peter Bronagh, **Flying Scotsman Films**
Charlie Stuart, **Fresh Film and Television**
George Cathro, **Hand Pict Productions**
John Archer, **Hopscoptch Films**
May Miller, **Independent Producer**
Kathy Proctor, **Independent Producer**
Karen Smyth, **La Belle Allee Productions**
Bill Morrison, **Mac TV**
Eddie Dick, **Makar Productions**
Arlene Jeffrey, **Mentorn Scotland**
Mike Alexander & Mark Littlewood, **Pelicula Films**
Owen Thomas, **Savalas**
Leslie Hills, **Skyline Productions**
Patsy McKenzie, **Sorbier Productions**
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David Strachan, **Tern TV**
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