

**3i) Do you agree with Ofcom's assessment that television continues to have an essential role in delivering the purposes of public service broadcasting?:**

Yes

**3ii) Do you agree that UK-originated output is fundamental to the delivery of public service broadcasting purposes?:**

Yes

**4i) Do you agree with Ofcom's conclusions about the way that other digital channels and interactive media contribute towards the public purposes?:**

Not entirely - the digital channels outside those which are spin-offs of the main terrestrial channels, are serving niches, some may verge on PSB, but most are straight entertainment, or serving quite narrow interest groups. Mainstream PSB will remain the primary route for getting what can broadly be defined as the PSB purposes, to the public.

**5i) Do you agree with Ofcom's assessment of the implications of different economic scenarios for the UK TV market for the future prospects for delivery of the public purposes?:**

No

**5ii) Do you agree with Ofcom's analysis of the costs and benefits of PSB status?:**

No

**6i) Do you agree with Ofcom's vision for public service content?:**

Broadly, yes

**6ii) How important are plurality and competition for quality in delivering the purposes of public service broadcasting, and in what areas?:**

Choice of true PSB is important, and for most areas, including news, current affairs and the dissemination of culture, both British and other cultures, including drama and documentary output.

**6iii) In maximising reach and impact of public service content in the future, what roles can different platforms and services play?:**

Broadcasting is likely to remain the driver for getting PSB content to a broad public, while online & mobile services, can support and re-inforce PSB purposes, for those that enjoy accessing their particular kinds of functionality

**6iv) Do you agree that the existing model for delivering public service broadcasting will not be sufficient to meet changing needs in future?:**

No - the BBC should remain the 'cornerstone' but the licenced commercial PSB's should be kept to their PSB obligations, or give up their privileged access to spectrum, whether analogue or digital.

**7i) What are your views of the high-level options for funding public service broadcasting in future?:**

**7ii) Are the proposed tests of effectiveness for future models for public service broadcasting the right ones?:**

**7iii) Of the four possible models for long term delivery of public service content, which, if any, do you consider the most appropriate and why? Are there any alternative models, or combination of models that could be more appropriate, and why?:**

Evolution of what we have now, or possibly BBC & C4 plus limited competitive finding - but no top slicing of the licence fee - once that begins, it just begins the process of slowly cutting down the size & scope of the BBC's services

**8i) What do you think is the appropriate public service role for Channel 4 in the short, medium and long term? What do you think of Channel 4's proposed vision?:**

It has the most important role after the BBC in providing PSB content, but it has to be kept to its PSB remit, possibly with a state grant if, economically, it really can't survive without public money. But no transfer of BBC licence fee income to C4's general programming purposes.

**8ii) Which of the options set out for the commercial PSBs do you favour?:**

The licenced commercial PSB's should be kept to their PSB obligations, or give up their privileged access to spectrum, whether analogue or digital.

Recent evidence points to a limited decline in viewing of these channels. They still, and will continue to have profitable businesses, and in return they must be required to keep to a reasonable level of PSB content.

(This assumes some leverage on the part of OFCOM in licencing these channels' presence on Freeview & Freesat)

**9i) To what extent do you agree with Ofcom's assessment of the likely future long term issues as they apply to the nations, regions and localities of the UK?:**

There should be more acknowledgement from all the PSB's that the UK is more than just London.

In particular - if ITV plc feels its regional PSB franchises are no longer worth anything, the company can hand them back to OFCOM, vacate Freeview, and we can all see if a truly regional ITV can be raised from the ashes. I suspect it could be.

**9ii) Which model(s) do you think will be most appropriate in each of the nations and in the English regions in the long term, and why?:**

see previous answer

**9iii) What are your views on short/medium-term issues referred to, including the out-of-London network production quotas?:**

Out of London production is important, and is part of 'regionality' generally - see answer to 9i.

**9iv) What are your initial views on the preliminary options set out relating to ITV plc's regional news proposal? (Please note that Ofcom will put forward firm options on these issues, and consult also on ITV plc's regional news proposal, in phase 2 of this Review.):**

Regional news & programming are an essential part of what ITV was originally set up to do - it should not be diluted.

**10i) Do you agree with our assessment of the possible short term options available relating to children's programming:**

Agree to some extent.

**11i) Do you agree that new legislation will need to be in place by 2011 in order to ensure continued delivery of the public purposes in the medium and long term?:**

Not convinced new legislation is necessary.

**Comments:**

My comments were all done online just before the deadline, so I've not answered all the questions.