

**Question 1: Do you agree that public service provision and funding beyond the BBC is an important part of any future system?:**

Yes - diversity is key

**Question 2: Which of the three refined models do you think is most appropriate?:**

1.30

**Question 3: Do you agree that in any future model Channel 4 should have an extended remit to innovate and provide distinctive UK content across platforms? If so, should it receive additional funding directly, or should it have to compete for funding?:**

It should compete for funding

**Question 4: Do you think ITV1, Five and Teletext should continue to have public service obligations after 2014? Where ITV1 has an ongoing role, do you agree that the Channel 3 licensing structure should be simplified, if so what form of licensing would be most appropriate?:**

Yes, we pay for it through the extra levy on advertised products.

We should looking to return to the model of ITV pre 2001/2

**Question 5: What role should competition for funding play in future? In which areas of content? What comments do you have on our description of how this might work in practice?:**

I think all areas should be looking for more sponsored programme, so long as it does not compromise the content.

**Question 6: Do you agree with our findings that nations and regions news continues to have an important role and that additional funding should be provided to sustain it?:**

Yes, yes, and yes again.

**Question 7: Which of the three refined models do you think is most appropriate in the devolved nations?:**

None of them in reality...the Granada monolith is killing ITV1..needs to be split up and returned to its former state.

**Question 8: Do you agree with our analysis of the future potential for local content services?:**

Not sure, local radio and newspapers, with an enhanced ITV would suffice.

**Question 9: Do you agree with our assessment of each possible funding source, in terms of its scale, advantages and disadvantages?:**

The model was working perfectly well before, why are we trying to reinvent the wheel?

Give the regions autonomy again and get more sponsorship.

**Question 10: What source or sources of funding do you think are most appropriate for the future provision of public service content beyond the BBC?:**

As it is, but with sponsorship

It would have to be carefully controlled..but there is already product placement, however it is dressed up.

**Question 11: Which of the potential approaches to funding for Channel 4 do you favour?:**

A portion of the licence fee being given to it, plus advertising.

**Question 12: Do you agree that our proposals for 'tier 2' quotas affecting ITV plc, stv, UTV, Channel TV, Channel 4, Five and Teletext are appropriate, in the light of our analysis of the growing pressure on funding and audiences? priorities? If not, how should we amend them, and what evidence can you provide to support your alternative?:**

They are not spending the money appropriately as it is, certainly in the case of ITV - and they have lost sight of what they were set up to do.

**Additional comments:**

ITV is in a mess, Channel 4 is doing a good job, I'm not sure what Five's remit is anymore.

You have the responsibility to make sure broadcasting in this country doesn't collapse entirely.