

Hello.

I am an actor (Equity number 98823) and work in all areas of broadcasting and broadly support my Union view. I realise the urgent need to respond to the times in order to keep funding for Public Service Broadcasting.

I have three points of my own to make.

1. I believe it would be an enormous mistake to take any money from BBC to fund Channel Four. The BBC has done an excellent job in providing a vast range of services for the License fee charge which the public make. To interfere with the BBC's independence would be to de-incentivise the excellent work of the Corporation and confuse the public if they felt that the licence fee was not going directly to the BBC, a public body.

The word 'Public' and it's meaning is so important and needs to be protected.

Channel 4 and the independent channels are distinct in that they raise their revenue through advertising/commerce and I believe there is more than enough money available here to source funding, if used properly.

2. Leaving out the BBC; some Independent broadcasters produce programmes and some broadcasters merely show programmes. The burden of funding should fall most heavily on those channels which use the airways but do not produce.

3. Merchandising of BBC products I believe, by it's very nature, is sharing the same commercial world as the Independents and as such is NOT seen by the public as having any direct connection with the Corporation. I am thinking particularly of the sale of DVD's and toy merchandising.

Profits from both BBC merchandising and Independent programme-connected merchandising (let us not leave out Producer Simon Cowell for example and 'X-Factor' related products, including music) should be examined, as regards extra weighting, towards funding and support of Channel 4

Regards,
Tom Knight