



Question	Your response
Question 1: Do you agree that a new regulatory framework for Public Service Media (PSM) delivery should support a more flexible 'service neutral' delivery approach that is more outcomes focused?	No – Public service is important so audiences are represented and recognised, 'service natural' suggests it doesn't have to have any service whatsoever or should be devoid of any service. There is a fear that thing would become something in between public service and overtly commercial, which services nobody.
Question 2: Do you agree with our proposals for a clear accountability framework?	<p>I agree clear and accountable framework needs to be in place, however that framework should be easily measurable and clearly articulated to the broadcasters and the public, so short cuts can't be taken and unfair advantages given. Quotas around news and children's output should be communicated, work in the nations and regions made and stuck to. These should be regulated and enforced and if rules are broken, punishments imposed. SVODs should be made part of the conversation and should pay their way to create a level playing field.</p> <p>Slowly but surely children's TV has become less of a priority to broadcasters and regulators, with less and less being spent on it and it becoming less and less important to the audiences due to its irrelevance. Illustrated by the BBC not being able to engage young audiences anymore as they have stopped appealing to them and make more commercially, universally minded content, that doesn't reflect the UK culture or its people.</p>
Question 3: What do you think should be included in the PSM 'offer'?	The prominence of PSB should be maintained and also improved in some cases. While prominent in Freeview/Youview/Freesat EPGs, they are not so prominent in Sky/Virgin. SD channels that have HD equivalents should be replaced so the lower numbered channels are PSB HD channels and more provision for PSB HD channels. Beyond the EPGs the catch-up services should be given as much prominence as the SVODS, so PSB player apps should be made more visible than they currently are.
Question 4: What options do you think we should consider on the terms of PSM availability?	The creation of a level playing field needs to be paramount, this involves PSB being helped to achieve the content that audiences deserve and SVODs contributing to the conversation as well, either being held to the same high standards as the PSBs or paying their fair share.

Question 5: What are the options for future funding of PSM and are there lessons we can learn from other countries' approaches?

France make the SVODs pay a levy in order to contribute to local public service content, although this could be come problematic. Essentially we need to create a fair level chance for all platforms, PSB or SVOD. Currently all the SVOD platforms have not been held accountable for their profits made in the UK. Recently Netflix have agreed to pay tax on their UK earnings, which is a step in the right direction, however the others, the likes of Disney+, Prime Video and Apple TV+, still do not pay their way through corporation tax, although they are quite happy using UK tax breaks and TV tax incentives to make their productions. This is creating an unfair footing for the various platforms, between the ones properly regulated and pay their fair way and the ones that have no responsibility, pay next to no tax and reap the profits of audience members, unchallenged. This is a trick debate as the likes of Amazon have profits beyond their SVOD offering and go in to their retail markets as well. Ultimately the balance is tipped far too far towards the SVODs, which creates an unfair marketplace as well as skewed rates and placement in the industry as a whole.

Question 6: What do you think about the opportunities for collaboration we have referred to? Are there other opportunities or barriers we haven't identified?

The opportunity of collaboration should always be open, as that's pretty much how the world goes round. However it can't be piecemeal, lip service or pandering to the most powerful and cash heavy corporations. Capitalism is based on a fair market place, however right now without regulation and framework in place to create that level playing field, it is left for the most powerful to exploit.

Question 7: What are your views on the opportunities for new providers of PSM?

Again the door could be open to further PSM from other platforms, however this then runs the risk of undermining the current PSBs, who are basically at a disadvantage. The SVODs are currently operating at a head start, so if they were invited to provide PSM or other providers again unfair advantages are in place. Above all a fair level marketplace should be provided and maintained. With all PSM it should be regulated properly and impartiality maintained across the board. Content should be factual, provide educational, entertaining and engaging discussion, without bias, reflecting the UK's audience, their culture, lives, diversity and opinions.