

**ACNI Response to Renewal of Channel 4 licence: Out of England quota
February 2014**

- The ACNI is disappointed and concerned that Ofcom is not minded to increase further the Out of England quota beyond the 9% by 2020 proposed by Channel 4.
- We believe the decision is behind the curve of devolution and Ofcom could be more forward thinking in that respect.
- The ACNI also believes that Ofcom should have required more robust financial evidence, both from Channel 4, and from other sources on the impact of a higher quota. In addition we believe that more consideration could have been given to evidence relating to the benefits for viewers of a higher quota to the devolved nations.
- However, we recognise that Ofcom is not responsible for economic development in the sector and despite the limitations of the evidence we acknowledge the additional evidence presented in the 7 January consultation.
- We welcome the increase in spend in particular that the 9% quota will make to the Out of England spend, while recognising that the resulting increase in volume will not be as significant.
- We welcome the additional voluntary commitments aimed at supporting production in the nations. We urge Ofcom to ensure that as far as possible Channel 4 delivers on these and uses other mechanisms at its disposal for reviewing Channel 4's output from the devolved nations.
- In a similar vein we would encourage Ofcom to make use of its ability to review the licence conditions should it consider this necessary during the time of the licence period.
- The ACNI will take an active interest going forward on Channel 4's production particularly from Northern Ireland producers. With this in mind we look forward to an engagement with Channel 4 on an annual basis.