

Question 1: Do you have any comments on the general analysis and conclusions of the report?:

Skillset is the Sector Skills Council for the Audio Visual Industries covering Broadcast, Film, Video, Interactive Media and Photo Imaging. Sector Skills Councils (SSCs) are licensed by the UK Government and by Ministers in the devolved administrations to tackle the skills and productivity challenge by sector. SSCs are independent, UK wide organisations developed by groups of influential employers in industry or business sectors of economic or strategic significance. SSCs are employer-led and actively involve trade unions, professional bodies and other stakeholders in the sector.

Skillset supports the ambition to improve media literacy in the audience especially amongst young people. Good quality and UK-originated TV and interactive services assist this.

Regarding professional skills, the UK production skills base in the area of children's content will be negatively affected if there is not a plurality of commissioning in the UK from Public Service Broadcasters.

Question 2: Of the policy approaches suggested by stakeholders, which, if any, do you consider the most appropriate to address the conclusions made in this report?:

This question is beyond Skillset's remit and we cannot answer.

Question 3: If they are appropriate, should any of the policy approaches be tailored to different age groups (for example to pre-school, younger children, older children and young teenagers), or to different types of children's programming (like drama, factual, entertainment and animation)?:

This question is beyond Skillset's remit and we cannot answer.

Question 4: What is the role and importance of UK-originated programming for children?:

Skillset supports the ambition to improve media literacy in the audience especially amongst young people. Good quality and UK-originated TV and interactive services assist this.

Question 5: What is the role and importance of plurality in the provision of children's programming?:

This question is beyond Skillset's remit and we cannot answer.

Question 6: Should further consideration be given to provision of public service content for children over platforms other than linear television?:

Yes. We would like to see further consideration in the exploitation of particularly educational content across wide range of appropriate platforms. Collaboration between existing creators of children's programming and the interactive sector is needed to deliver high quality interactive and online children's programming , as well as supporting the delivery of educational content through web 2.0 technology, social networking and encourage peer to peer mentoring and learning.

It is a priority that the skills needs and business support required by the independent interactive sector is addressed to ensure they can avail of these new opportunities This needs to involve greater partnerships across the sector, with government departments, cultural establishments, schools, industry.

Question 7: Does the policy approach for children's programming need to be different to the policy approach taken to public service broadcasting overall?:

This question is beyond Skillset's remit and we cannot answer at present. We will need to review this, within the whole public service broadcasting consultation framework.

Additional comments: