



Yiannis Theodorou
PSB Review
Ofcom
Riverside House
2A Southwark Bridge Road
London
SE1 9HA

November 4th 2008

Dear Yiannis Theodorou

Letter of support for Channel 4 in response to Phase 2 of the Ofcom PSB Review

I am very pleased to write in support for new model 2 in the Phase 2 consultation of the PSB Review with BBC/Channel 4 at the heart of PSB with potential for limited competitive funding.

We recognise that Channel 4 is facing severe funding challenges and that there is a need to address Channel 4 funding as a matter of urgency with a funding settlement that needs to be sustainable, certain and meaningful.

This is especially important in terms of Channel 4's ability to maintain their commitment to commissioning high quality content and in particular content that reflects the vital role of building and sustaining a vibrant independent production industry from the nations and regions. This would be severely restricted without a commitment to finding a funding solution as a matter of urgency.

As set out in Next on 4 Channel 4 can and should play an enhanced PSB role in the digital age, offering public value across a range of platforms and at Media 19, we have worked closely with Channel 4 and in particular Channel 4 Nations and Regions to develop cross-platform initiatives that actively engage with audiences on a range of platforms to identify and support emerging new talent and build a sustainable industry in the North East of England. This has only been possible because of Channel 4's unique partnership structure, commissioning from the independent sector, whilst also working with a broad range of external partners to create strong and long-term benefits for the wider creative economy within the North East and on a national level. We feel strongly that unless a funding solution is put in place as a matter of urgency, Channel 4 will not be able to deliver on a full range of ambitions set out in Next on 4 and that that an early certainty on a new funding settlement will ensure that Channel 4 may be able to restore investment in a number of areas that are currently under particular pressure, for example their commitment to Nations and Regions, which is of particular importance to Media 19 and the industry in the North East of England.

At Media 19 we believe Channel 4 is critical to a healthy, innovative and sustainable public broadcasting system and that a funding solution should be put in place as a matter of urgency, to enable Channel 4 to fully realise its public value ambitions set out in Next on 4.

Yours sincerely

A handwritten signature in black ink, appearing to read "Belinda Williams".

Belinda Williams
Director, Media 19

