

To whom it may concern:

My name is Joseph Denne and I am the founder of an independent digital agency called Airlock. I'd like to submit my views in relation to the PSB Review.

I am concerned about the well publicised funding gap faced by channel 4. Working with the broadcaster over the past six months I've seen first hand the benefits brought to bear by their forward thinking and industrious education team. Free from the commercial realities faced by the majority of the stations output, they have been consistently producing industry leading digital content. Projects like Battlefront, Yeardot and The Insiders are of enormous value to their audience and to society as a whole.

While the value of the departments output is unquestionable, it is the competition that projects like these provide for the BBC which makes the outcome of the PSB review so important.

Now more than ever the BBC needs a strong PSB competitor. Without Channel 4 the focus of the BBC will continue to be drawn towards ever higher ratings which, eventually, will fatally undermine public sector broadcasting in this country.

The case for plurality is clear.

I appreciate the opportunity to make my feelings heard.

All the best,

Joe

**JOSEPH DENNE
TECHNICAL DIRECTOR & FOUNDER**

AIRLOCK