

Question 1: Do you agree that public service provision and funding beyond the BBC is an important part of any future system?:

Yes.

Question 2: Which of the three refined models do you think is most appropriate?:

Shared model to include Channels 3 & 5

Question 3: Do you agree that in any future model Channel 4 should have an extended remit to innovate and provide distinctive UK content across platforms? If so, should it receive additional funding directly, or should it have to compete for funding?:

Yes, it should have to compete for funding.

Question 4: Do you think ITV1, Five and Teletext should continue to have public service obligations after 2014? Where ITV1 has an ongoing role, do you agree that the Channel 3 licensing structure should be simplified, if so what form of licensing would be most appropriate?:

ITV should have public service commitments to maintain that serious backbone that made it strong in the first place. In the long term it will not be seen by the viewers as a serious all-round channel if it does not maintain these PSB commitments. This should include regional news and non-news programmes.

Licensing should be simplified and cheaper with incentives for success.

Question 5: What role should competition for funding play in future? In which areas of content? What comments do you have on our description of how this might work in practice?:

If deemed appropriate this could work - but those who get funding should commit to certain conditions including making sure that such programming is staffed by those who work in the region represented for regional news and non-news, otherwise it will never have a truly regional feel,

Question 6: Do you agree with our findings that nations and regions news continues to have an important role and that additional funding should be provided to sustain it?:

Yes.

Question 7: Which of the three refined models do you think is most appropriate in the devolved nations?:

All main channels should have the opportunity to secure funding for well produced regional news and non-news. (excluding BBC which is already well provided for) though arguably it's non news programming in the regions is quite poor.

Question 8: Do you agree with our analysis of the future potential for local content services?:

Yes. Would like to see more detail as this is the type of opportunity which could attract venture capitalists over time.

Question 9: Do you agree with our assessment of each possible funding source, in terms of its scale, advantages and disadvantages?:

Yes.

Question 10: What source or sources of funding do you think are most appropriate for the future provision of public service content beyond the BBC?:

Licence Fee which is not just for the BBC - even if the lionshare goes to it.

Question 11: Which of the potential approaches to funding for Channel 4 do you favour?:

Have to bid for funding alongside others.

Question 12: Do you agree that our proposals for 'tier 2' quotas affecting ITV plc, stv, UTV, Channel TV, Channel 4, Five and Teletext are appropriate, in the light of our analysis of the growing pressure on funding and audiences? priorities? If not, how should we amend them, and what evidence can you provide to support your alternative?:

Not sure. Once things have been removed they can never be replaced. Skills and knowledge will be lost to the detriment of the British public.

Additional comments:

I find it hard to see from these proposals how this will improve and strengthen PSB commitments going forward, as Ofcom has been told to do. ITV will now discard its regional non-news totally claiming it doesn't work and the regional news will follow within, say, three years. It is clear that ITV wants to focus on national programming that has big sell-on prospects. There is no real commitment to PSB, it will just do the minimum. The 15-minute per week model will never work long-term and will just be tacked on to a news programme and become a cheap way of getting around the non-news commitment demanded by Ofcom.

If this goes ahead in its current form local people will have lost programmes about their area, places they recognise - programmes which they may not necessarily have

realised were locally made.

This is a sad day for journalists and programme makes within ITV.