

## OFCOM PSB REVIEW PHASE TWO

Response from John Geraint, Creative Director, Green Bay Media Limited

**Green Bay would like to re-iterate the points we made in our detailed response to OFCOM's PSB Review Phase One.**

Nothing we have heard as the debate has developed has caused us to doubt the analysis we offered and the specific measures we proposed then.

In particular, we would remind you of OFCOM's own assertion that, in the long run, delivering broad and plural public service content in Wales is "likely to be dependent on the existence of **sustainable production businesses...and devolved commissioning**".

We are encouraged by the steps that the **BBC** is taking to ensure that it is able to deliver its commitment **to increase its network commissions from Wales to proportionate levels**, particularly by basing here a network commissioning executive with responsibility for independent production.

We are delighted that **Channel 4** has voiced its ambitions to enhance its PSB role and that it acknowledges that this must include **a greater commitment to commissioning specifically from the devolved Nations**.

To ensure that it is able to focus on delivering this and its other public purposes Channel 4 should certainly remain in public ownership. But we are concerned that it faces **a real funding gap**. A new settlement is needed urgently.

It would be wholly counter to the thrust of OFCOM's reasoning if a funding squeeze meant that Channel 4 was unable to capitalise on the excellent work which it has begun in nurturing talent and relationships with Welsh independent companies at the very time when these initiatives promise concrete returns.

For Wales, we strongly believe that provision of plurality in **high-quality public service factual, entertainment and drama content** as well as news and information is an essential requirement for any future model, and is likely to need replacement funding. **We are concerned that OFCOM tends repeatedly to revert to a focus on news and information only**. The response of the audience in Wales to programmes in the other genres is evidence of a strong appetite for output which reflects their lives and concerns in the round.

Green Bay therefore continues to call for the creation of an **Independent Production Fund**, which would support the production - in addition to that of the BBC - of public service content across the full range of genres in the English language for and from Wales.