

**3i) Do you agree with Ofcom's assessment that television continues to have an essential role in delivering the purposes of public service broadcasting?:**

I agree with Ofcom that television remains the most important and influential media of communication in Britain today and that it has an essential public service role. As our main source of news and entertainment and as an opinion former, it is vital that there is a major public service element in television provision.

**3ii) Do you agree that UK-originated output is fundamental to the delivery of public service broadcasting purposes?:**

I agree that UK originated content is fundamental to public service broadcasting. As a supplier of British history programming to the main public service channels -the BBC and Channel 4- I am constantly reminded of the importance of British content to audiences. This is not only reflected in ratings and reviews but in the many letters and phone calls of appreciation we get. Reflecting our culture and history to the audience is hugely important to them.

**4i) Do you agree with Ofcom's conclusions about the way that other digital channels and interactive media contribute towards the public purposes?:**

I agree that the market environment is changing rapidly and that in the new digital, multi-platform world public service values need to be maintained. I agree there is some concern about the lack of public service content delivered by market forces alone on commercial digital channels and interactive media. I believe that these problems cannot be addressed by the market alone and that the public service element can only be maintained through public funding.

**5i) Do you agree with Ofcom's assessment of the implications of different economic scenarios for the UK TV market for the future prospects for delivery of the public purposes?:**

I agree with the assessment that the audience share of public service broadcasters and the revenues of commercial PSBs are likely to decline in the coming years.

**5ii) Do you agree with Ofcom's analysis of the costs and benefits of PSB status?:**

Yes, absolutely.

**6i) Do you agree with Ofcom's vision for public service content?:**

Yes, absolutely.

**6ii) How important are plurality and competition for quality in delivering the purposes of public service broadcasting, and in what areas?:**

Plurality and competition are vitally important in all areas and should definitely extend beyond linear TV channels and beyond news and current affairs..

**6iii) In maximising reach and impact of public service content in the future, what roles can different platforms and services play?:**

I believe that making more content available on-line and creating more interactive potential across a range of platforms is of real value.

**6iv) Do you agree that the existing model for delivering public service broadcasting will not be sufficient to meet changing needs in future?:**

Absolutely, a new model is needed.

**7i) What are your views of the high-level options for funding public service broadcasting in future?:**

I believe that more public service funding is needed to maintain core PSB values, they cannot be left to the market.

**7ii) Are the proposed tests of effectiveness for future models for public service broadcasting the right ones?:**

Yes.

**7iii) Of the four possible models for long term delivery of public service content, which, if any, do you consider the most appropriate and why? Are there any alternative models, or combination of models that could be more appropriate, and why?:**

I believe that there should be a plurality of funding, amongst which the licence fee should be maintained.

**8i) What do you think is the appropriate public service role for Channel 4 in the short, medium and long term? What do you think of Channel 4's proposed vision?:**

I believe that Channel 4's important PSB role needs to be maintained and extended in the new digital age. As a long term supplier of programming to Channel 4 I feel it has a genuine commitment to nurturing new talent and creative ideas, championing new ideas and perspectives and inspiring change in people's lives. I feel that Channel 4's vision to become a public service network is an exciting one which help ensure it retains and develops its unique and challenging PSB contribution in the new multi-platform world.

**8ii) Which of the options set out for the commercial PSBs do you favour?:**

Option 3. I believe that the BBC and Channel 4 lie at the heart of UK PSB with competitive funding.

**9i) To what extent do you agree with Ofcom's assessment of the likely future long term issues as they apply to the nations, regions and localities of the UK?:**

I agree it is important that the nations and regions maintain their importance in terms of programme content and supply. This is essential to the diversity and plurality at the heart of the PSB vision. I feel that funding in the regions has long been neglected in comparison to funding for the nations, though I recognise they too have major problems.

**9ii) Which model(s) do you think will be most appropriate in each of the nations and in the English regions in the long term, and why?:**

Models 3 and 4. Channel 4 has a vital role to play in this devolution with its long term commitment to the nations and regions, ably championed by Stuart Cosgrove.

**9iii) What are your views on short/medium-term issues referred to, including the out-of-London network production quotas?:**

I believe that the PSB quotas should be increased from the present 30% to ensure a more diverse broadcasting industry across Britain. Much of the present quota is taken up by conglomerates and super-indies which are based in London. There needs to be greater account taken of the needs of small and medium sized independents who make UK centric programming of public value -which is often not a priority of the bigger players.

**9iv) What are your initial views on the preliminary options set out relating to ITV plc's regional news proposal? (Please note that Ofcom will put forward firm options on these issues, and consult also on ITV plc's regional news proposal, in phase 2 of this Review.):**

I believe that ITV regional news output is its most important PSB contribution and it should be maintained. There should be no further loss in ITV local news programming.

**10i) Do you agree with our assessment of the possible short term options available relating to children's programming:**

Yes. UK produced children's programming is vital to PSB values.

**11i) Do you agree that new legislation will need to be in place by 2011 in order to ensure continued delivery of the public purposes in the medium and long term?:**

Yes

**Comments:**

One of my main concerns as a long term PSB television supplier is that Channel 4 receives the financial support it needs to survive and develop in the digital age. It has played a vital role in creating the competition and diversity that has driven the British TV industry for the last twenty five years- and I see no reason why it should not play an even more important creative role in the digital future.