

To whom it may concern:

My name is Chris Mair and I am a director of a digital agency called Airlock. We work in the broadcast sector delivering digital strategies and websites for a number of leading broadcasters including the BBC, ITV & Channel 4.

I am aware that you are currently seeking public opinion on the PSB Review and I'd like to submit my views on the matter, specifically with regards to the impact on Channel 4.

We've been fortunate to work with Channel 4 on a fantastic project called [Battlefront](#), commissioned by the Education team. Battlefront is all about campaigning and follows the progress of a number of young would-be activists as they start campaigning about issues they are passionate about. A huge part of the project has involved establishing a digital presence for the project - as it is online that most young people consume their media. Given that we've been working with the Education team we have not needed to incorporate advertising within the website we've produced. Without question the exclusion of advertising has added credibility to the project from a consumer perspective.

Projects like Battlefront are hugely valuable to their audiences, but are only made possible with a solid public funding structure in place. It simply would not be possible for Channel 4 to commission such projects if they were answerable only to shareholders/ the commercial sector.

It's common news that Channel 4 is currently facing a serious funding crisis. Unless a new funding settlement is quickly established that enables Channel 4 to sustain its PSB role then I'm concerned that it's going to be the British public who suffers most.

I appreciate the opportunity to make my feelings heard.

Kind regards,

Chris Mair

CHRIS MAIR
STRATEGY DIRECTOR

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