

Yiannis Theodorou
PSB Review
OFCOM
Riverside House
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Dear OFCOM,

OFCOM PSB Review

I write as Group Creative Director of one of the biggest independent production groups in the UK with bases in Wales, Scotland, Oxford and London.

The BBC is far and away our biggest customer but nonetheless I believe that in an increasingly complex world of information and entertainment Channel 4 has an ever more critical role to play at the centre of British PSB.

Channel 4's commitment to ambitious home made originated content makes C4 essential for the health of the British creative economy. The Channels edgier approach sits as a contrast to the BBC, offering different perspectives and voices. Channel 4 News brings important plurality to Britain's reporting of national and international affairs.

Contemporary single drama, hour long current affairs, social campaigns and programmes for the young including new talent initiatives all add public value to the overall British PSB offering.

However, it is clear from all the evidence that there is a funding short fall that places much of their unique content that is the envy of many other countries in the world, in jeopardy. This danger has only been hastened by the recessionary economy.

Given that in the interests of both viewers and Creative Producers, I urge OFCOM to resolve the Channel 4 funding settlement with alacrity and clarity.

Yours sincerely,

John Willis
CEO, Mentorn Media and Group Creative Director, Tinopolis