

Yiannis Theodorou
PSB Review
Ofcom
Riverside House
2A Southwark Bridge Road
London,
SE1 9HA

1st December 2008

Dear Yiannis Theodorou

RE: PSB REVIEW

I am writing with reference to the above review as I wish to add my voice to the consultation process. I am the Chief Executive of a regionally-based independent production company, Hotbed Media Ltd. We produce a wide range of factual and entertainment programming for all the UK's terrestrial broadcasters. I am also Vice Chair of Screen WM, the lead agency for film, television and digital media in the West Midlands.

I am broadly in favour of the new Model 2 - putting the BBC and Channel 4 at the heart of PSB - and would support public funding for C4 to enable it to develop a strong and purposeful public service remit. However, if C4 were to receive public funding, then I would wish to see a stronger commitment to plurality and diversity in return. There are 2 conditions I strongly believe should be imposed to achieve this:

- a) Increase the Nations and Regions quota from 30% to 50%
- b) Create a new quota requiring Channel 4 to commission a minimum of 25% of its programmes by value from companies with an annual turnover of less than £5million

The arguments for the implementation of a) are already well-rehearsed and I don't intend to go over them again here - there are others better placed (ie Pact and C4's own Nations & Regions team) to provide you with the facts and figures. However, b) is a new and bold idea, which I believe would put C4 back at the heart of truly innovative, PSB programming, giving viewers access to wider range of voices and content producers and providing the plurality and diversity they are seeking. It would also stimulate the independent production sector hugely in the face of increasing dominance by 'superindies'. Whilst this idea clearly needs more thought and research, (particularly around the figures I have suggested), I do know that there are senior figures within C4 who would be in support of such a quota. I therefore urge Ofcom to consider both these suggestions. Whilst my support for increasing the regional quota to 50% is not entirely altruistic, I should add that this idea of a 25% quota to commission from companies with a turnover of less than £5million is, since Hotbed would, on present performance, fall outside of this bracket.

Thankyou for the opportunity to respond to the PSB review. I would be happy to discuss my response further if it would be helpful.

Yours sincerely,

A handwritten signature in black ink, reading "Johannah Dyer". The signature is written in a cursive, flowing style.

Johannah Dyer

Email: Johannah.dyer@hotbedmedia.co.uk