

**Question 1: Do you agree that public service provision and funding beyond the BBC is an important part of any future system?:**

Yes

**Question 2: Which of the three refined models do you think is most appropriate?:**

Model 1 (Evolution)

**Question 3: Do you agree that in any future model Channel 4 should have an extended remit to innovate and provide distinctive UK content across platforms? If so, should it receive additional funding directly, or should it have to compete for funding?:**

Yes Channel 4 should have an extended remit to innovate and provide distinctive UK content (less Big Brother please!). Channel 4 should receive additional funding for this purpose.

**Question 4: Do you think ITV1, Five and Teletext should continue to have public service obligations after 2014? Where ITV1 has an ongoing role, do you agree that the Channel 3 licensing structure should be simplified, if so what form of licensing would be most appropriate?:**

ITV1, Five and Teletext should all continue to have public service obligations post 2014. Regarding the ITV licence system, we used to have a system where regional ITV licences were reviewed every ten years. Now we have an incumbent that does not want to fulfil its licence requirements. If ITV does not want to comply with its licence requirements then it should hand over its licence to another company who will be able to comply. Ten yearly licence reviews for ITV must be reintroduced.

**Question 5: What role should competition for funding play in future? In which areas of content? What comments do you have on our description of how this might work in practice?:**

There should be competition for funding. The licence fee should be shared between public service broadcasters.

**Question 6: Do you agree with our findings that nations and regions news continues to have an important role and that additional funding should be provided to sustain it?:**

Yes, nations and regions news and current affairs is very important and should remain so. Additional public funding should be available to sustain it but additional funding, when made available, should be introduced to all nations and regions of the United Kingdom at the same time. New dedicated channels are not necessary.

**Question 7: Which of the three refined models do you think is most appropriate in the devolved nations?:**

The evolutionary model is most appropriate. Any reforms should not place viewers in the English regions at a disadvantage compared with those in the devolved nations within the United Kingdom. We need to preserve the existing regional structure of ITV as this is best placed to serve commercial television viewers in the whole of the United Kingdom.

**Question 8: Do you agree with our analysis of the future potential for local content services?:**

The current structure of ITV is best placed to protect local content.

**Question 9: Do you agree with our assessment of each possible funding source, in terms of its scale, advantages and disadvantages?:**

Yes

**Question 10: What source or sources of funding do you think are most appropriate for the future provision of public service content beyond the BBC?:**

Sharing the licence fee

**Question 11: Which of the potential approaches to funding for Channel 4 do you favour?:**

Option 5

**Question 12: Do you agree that our proposals for 'tier 2' quotas affecting ITV plc, stv, UTV, Channel TV, Channel 4, Five and Teletext are appropriate, in the light of our analysis of the growing pressure on funding and audiences? priorities? If not, how should we amend them, and what evidence can you provide to support your alternative?:**

No I do not agree with your proposal. The current system should remain.

**Additional comments:**

I am concerned that these proposals in general create a disparity between commercial television viewers in England and those in Scotland, Wales, Northern Ireland and the Channel Islands. It is noted that commercial television viewers in these parts of the United Kingdom still enjoy distinctive regional commercial broadcasting unlike viewers in England where there is now very little if no difference between the English regions. The distinctive nature of ITV between its different regions was its unique selling point and was highly valued by viewers. Ofcom should be making efforts to

redress the imbalance faced by commercial television viewers in the English regions compared with those viewers in other parts of the United Kingdom.