



Department
for Culture
Media & Sport

Secretary of State for Culture, Media and Sport
4th Floor
100 Parliament Street
London SW1A 2BQ

020 7211 6000

www.gov.uk/dcms

Ed Richards
Chief Executive
Ofcom
Riverside House
2a Southwark Bridge Road
LONDON
SE1 9HA

CMS 254360/asg
9th September 2014

I am writing following the publication of the Government's response to its consultation on the scope of a measurement framework for media plurality.

As you will be aware, in our response, Government committed to commission a measurement framework for media plurality. This would then allow the first ever baseline assessment of media plurality in the UK.

Our consultation last year considered the scope of a measurement framework. In our response, published on 6 August, we set out our conclusions on the proposed scope and objectives of the framework, and stated our intention to commission Ofcom to develop the measurement framework, taking account of our conclusions on its scope. In summary, these are:

- a. Online content should be included within the scope of any new measurement framework
- b. The type of content which is most relevant to media plurality is news and current affairs
- c. The scope should include all organisations that impact the news and current affairs that UK consumers access
- d. The BBC's impact on plurality should be in-scope
- e. The framework must deliver indicators capable of illustrating the situation at UK-level and in each of the Nations.



This is an area in which Ofcom has significant expertise and in which you have already conducted a great deal of valuable work. I would therefore be grateful if Ofcom could now commence work to develop a suitable set of indicators to inform the measurement framework for media plurality.

It will be for Ofcom to decide on the metrics that are most appropriate for each of these indicators. However, I would draw your attention to the expectation Government has, as set out in the report, that at least one of the measures should be focused closely on media ownership. We would also expect Ofcom to develop the measurement framework in consultation with industry.

I am very grateful to you for undertaking this work. I would welcome your views on the timescale for delivery of the framework, and my officials stand ready to discuss the commission in greater detail if this would prove helpful.

A handwritten signature in blue ink, appearing to be 'S. Javid', written in a cursive style.

Rt Hon Sajid Javid MP
Secretary of State for Culture, Media and Sport