



Institute of Local Television

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Dear Yiannis,

From the opening of Ofcom's Second Public Service Broadcasting Review: Phase Two: Preparing the digital future:

1.11 Multichannel broadcasters now make a significant contribution to public service content, particularly in sport, entertainment, archive and acquired programming, and in one case, news. But they provide very little original programming in the genres under most pressure on commercial public service channels – **current affairs, nations and regions programming**, challenging UK drama, UK scripted comedy, and UK drama and **factual programming for children**. This is unlikely to change as provision on the commercial PSBs declines, because most multichannels do not reach the audiences required to justify large and risky investments in these areas and will themselves face increasing economic pressure. (author's highlight)

The competitive funding model proposed in Ofcom's PSB Review offers opportunities for local content providers to bid for PSB funds. The highlighted PSB genres are equally or better delivered on a nation and local basis, to take account of differing responsibilities, nature of services examined and – not least – of the differences in education and school holidays in providing programmes for children, as education and entertainment

Before local TV can compete for funds with other broadcasters local delivery must be secured on an equal basis with other broadcasters.

In Scotland a fund of £10m is necessary to ensure local TV is transmitted on a local scale that is supported by the public in Ofcom's as well as Scottish Government research.

With the guarantee of local services on Freeview local authorities, local businesses, local newspapers, universities and colleges as well as community and voluntary bodies will make the additional cultural and economic contribution to join up local TV on a federal basis and if accepted affiliate local TV into the Scottish Network.

The depth and variety of local commitment is evident in the Local TV Business Plans submitted to Ofcom since February 2008.

With regards,

Dr David Rushton
and on behalf of the Scottish Local TV Federation