

19 September 2014

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

Thank you for your letter of 9 September, in which you ask Ofcom to undertake work on a measurement framework for media plurality.

We welcome the findings of the Government's consultation process on media ownership and plurality. As you note in your letter Ofcom has undertaken work in this area in the past, including advice we provided to the Secretary of State in 2012. In this next phase of work, we will build on our previous advice where relevant.

Following your letter we intend to develop our proposals through an open consultation. To ensure an appropriate level of engagement, we plan to give interested parties opportunities to make formal contributions in two stages:

- A call for input to be published in autumn 2014 will seek early views on how we can build on our 2012 advice to reflect how the public debate has progressed, and other developments, since then;
- A consultation will then invite comments on proposals for the indicators to include in the measurement framework; we are aiming to publish our consultation document in the first quarter of 2015.

We expect to reach conclusions in the second quarter of 2015.

We will liaise with your officials as necessary during this process.

A handwritten signature in black ink, appearing to read "Ed Richards", followed by a large, stylized flourish.

**Ed Richards**