

Title:

Prof

Forename:

Robert

Surname:

Beveridge

Representing:

Self

Organisation (if applicable):**Additional comments:****Question 1: Do you agree with Ofcom's view that the current licence conditions remain largely appropriate to securing Channel 4's obligations? :**

It is difficult to disagree with this statement as it is broad in scope.

The current licence conditions are acceptable although it would be interesting to see what might happen should C4 strike a different balance between the commercial per se and the innovative with the need for commercial success becoming more dominant.

Question 2: Do you consider it would be appropriate to increase the out of England quota on the Channel 4 service? If so, please set out the reasons for setting a particular level for the quota and for the rate of increase to this level?:

Given that the BBC has made steps towards achieving a quota for programming from Scotland which is commensurate with the population as a percentage of the UK and the equivalent public service purposes set out in OFCOM's criteria for assessing PSB per se, it is self evident that OFCOM should require C4 to source from and invest in the creative industries in the nations of the UK along the same lines.

Channel 4 also needs to be more reflective of and representative of the nations of the UK, this being one area of pluralism and diversity where, arguable, there has been a poorer performance although C4 remains a beacon for good practice in multi culturalism.

More indigenous Scottish production and programming is a necessity, whatever the result of the referendum.

Question 3: Do you agree with our proposal to leave the existing licence condition for schools programming unchanged? What role do you consider

the main Channel 4 service should play in delivery of its education remit? Are the existing licence conditions appropriate to this? :

Yes but more work on partnerships and programming on the Internet would help C4 do better here.

Question 4:Do you agree with the assessment set out of the market changes and future challenges for C4C in sustaining delivery of Channel 4 and its licence conditions?:

Channel 4 should consider giving up one or more spectrum slots and using the money saved to invest in programming as opposed to distribution. In the Internet and you tube age, it is not evident what real value is gained by having, for example, channel 4 plus one.

Question 5:Do you agree with our view that the Channel 4 licence should be renewed for a ten year period? If not, please set out an alternative duration and reasons for it? :

Ten years is appropriate as it corresponds to licences for 3 and 5 and also the BBC charter