



3 December 2008

UNIVERSAL MUSIC

Stuart Purvis
Ofcom
Riverside House
2a Southwark Bridge Road
London
SE1 9HA

Dear Sir

Ofcom's Second Public Service Broadcasting Review

Having digested the above review, I am particularly alarmed to notice, that, without what seems any prior discussion, Ofcom have come to the conclusion that

"Our post-2014 view is that there should be no separate breakfast-time licence and the airtime should revert to the main regional channel 3 licences, if these are still in place. This will contribute to the economic viability of the regional licences."

GMTV, as separate license to ITV is absolutely invaluable to my business.

Not only does it offer a viable commercial alternative to ITV, hence giving true competition, but it offers a unique blend of programming, absolutely crucial to my business.

In its current format, GMTV offers the most cost effective return on my advertising spend and is therefore the most efficient daypart in terms of return on investment.

By suggesting that removing the breakfast license and gifting it to ITV, the programme would still remain the same, is naive in the extreme.

GMTV have been extremely successful in creating a market outside the mainstream ITV and have been successful in commanding a premium to ITV daytime because of this.

Were the licence to be given to ITV the commercial advantage would be lost, and so to would the mix of programming so vital to the success of my business.

I strongly suggest that this approach is removed and GMTV are allowed to continue to deliver the appropriate blend of news and entertainment, which best serves the advertising community and keeps competition alive

Yours sincerely,



Brian Berg
Managing Director

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