

Dear Peter

Re: Notice of proposed change to L-DTPS licence obligations of ESTV Limited (the local licensee for London)

With the recent news regarding the above, YourTV, as the licence holder for Manchester and Preston/Blackpool, wishes to comment on the proposed changes in provision of local content requested by London Live.

Whilst we are sensitive to the need for any start up business to have as much flexibility in its arrangements as possible to maximise its chances of success, we are disappointed at this particular request by London Live, especially so soon after its launch.

YourTV passionately believes that localness is the key to success as local tv expands throughout the UK. To provide a valuable source of local news, views and information in an accessible format is what will distinguish local tv from other television channels and local press and radio, for whom networking of national content has in recent years taken precedence over local content.

As an applicant for the London licence we understood the rationale for the award to London Live, and were satisfied that Ofcom's decision had, at the time, rightly judged that the Evening Standard, with its financial backing and extensive journalistic resources (much trumpeted in the application) would underpin its success. Now, just a few months on, it would appear that either this journalistic resource has not been made available to London Live to the extent envisaged, or has not been used effectively.

We are concerned that the high profile the focused media interest gives London Live, over and above all the other local tv stations, unfairly influences people's views and opinions concerning all local tv, no matter where and how it is broadcasting.

Given the above, we would therefore urge Ofcom, in considering this request, to take into consideration the wider implications of any decision to reduce the "local" commitment for London Live and the impact such a judgement could have on local tv as a whole.

I hope this is helpful.

Best regards
Jim

Jim Manson
Group Managing Director

YourTV Ltd