

Consultation response

Name Withheld for publication 2:

I am writing to express my vehement opposition to Ofcom's current trajectory in pressuring Parliament and the Government to legislate for 'British content prominence' on global platforms like YouTube. Such intervention represents a fundamental misunderstanding of the modern creative economy. As of 2024, the YouTube content industry alone contributed £2.2 billion to the UK economy and supported over 45,000 jobs.

These are not just 'videos'; they are small businesses, independent production houses, and world-leading educational resources that have flourished precisely because they operate on a meritocratic, global algorithm rather than a state-mandated digital 'must-carry' list.

To force-feed audiences legacy media content on platforms where they have actively chosen to look elsewhere is both anti-competitive and patronising to the British public. It is a matter of record that traditional Public Service Broadcasters (PSBs) are the ones currently going 'cap in hand' to YouTube, desperately seeking to host their content there to maintain a shred of relevance with younger generations. Propping up outdated broadcast models by hijacking the user experience of more successful, innovative platforms ignores the cultural shift already underway.

The government and regulator should be championing the 45,000 independent workers currently driving growth, rather than penalising them to protect the failing monopolies of the past.