



# Consultation response

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Dear Ofcom,

Following my related DCMS correspondence (ref TO202025\_125365/FS), I write to support the general aim of the code to ensure PSB prominence on connected TV platforms.

However, the proposed regime excludes dedicated ethnic minority media, creating a structural unfairness. Bengali channels serving the UK Bangladeshi community—Channel S, Bangla TV, ATN Bangla UK, iON TV, Hawa TV—provide key cultural and linguistic content but lack equivalent visibility support under the Broadcasting Code.

Furthermore, unchecked misinformation and propaganda in some minority-language content causes harm within the Bengali community (fostering division, bullying, and eroding trust) and risks wider negative societal and governmental impacts.

I therefore recommend:

- A future extension of prominence considerations to include qualifying ethnic minority content (e.g., the listed Bengali channels).
- Stronger monitoring and enforcement for minority-language services, supported by adequate translation resources and clear guidance.
- Upholding the principle of non-discriminatory treatment across all broadcasters.

Thank you. I am available to discuss this further.

Yours sincerely,  
Sunahwar Ali