

Channel 4
124 Horseferry Road
London
SW1P 2TX

Telephone: 020 7396 4444
Textphone: 020 7396 8691
channel4.com

Direct Tel: 020 7306 5154
Direct Fax: 020 7306 8466
ddorans@channel4.co.uk

David Harrison Esq
Principal Advisor
Ofcom
Riverside House
2a Southwark Bridge Road
London
SE1 9HA

28 April 2010



BY EMAIL

Dear David

Consultation on content management on the Freeview HD platform

As requested I am writing with additional information on the sorts of rights which Channel 4 feels would be denied to the Freeview HD platform in the event that Ofcom did not rule in favour of the BBC's requested changes to their mux licence. I want to impress on you that Channel 4's Acquisition team are in constant contact with distributors and the position on rights is very fluid. .

In addition, I would like to stress that the deals we have reached with distributors to broadcast native HD versions of content on Freeview HD assume that the content management arrangements proposed by the BBC exist and persist on the platform. In the event that Ofcom do not agree to the BBC's request we believe that many distributors will want to review their rights position. If this happens we believe there could well be a 'domino effect' resulting in distributors pulling content because they would not want to appear to be 'soft' in this matter. Although our biggest current issues are with acquired content it is also possible that, if there were no content management, PACT members would also wish to review their position and there would be an impact on UK commissioned content too.

The supply of many series and feature films for exhibition on Channel 4 could be at risk without this content protection and this would be a significant problem because we cannot black out titles and can't put together a bespoke feed in the same way as, say, the BBC. .

As set out in our response the consultation Channel 4 strongly believes that Ofcom should agree to the BBC's request for the changes to its mux licence as we do not believe we can hold a line with distributors in the event that there is no content management on the Freeview HD platform.

Channel Four Television Corporation

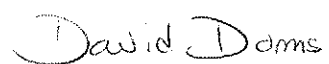
Luke Johnson, Chairman. Lord Puttnam, Deputy Chairman.
Andy Duncan, Chief Executive. Anne Bulford, Group Finance Director. Andrew Barnes, Sales Director.
Kevin Lygo, Director of Television. Rod Henwood, New Business Director.
Sue Ashtiany, Karren Brady, Tony Hall, Andy Mollett, Martha Lane Fox, Stephen Hill.
Paola Tedaldi, Secretary.



Please let me know if there is any further information that you require.

Kind regards.

Yours sincerely

A handwritten signature in black ink that reads "David Dorans". The signature is written in a cursive style with a large, stylized 'D' at the beginning.

David Dorans
Head of Distribution and Broadcast Technology