

Rhona Parry,  
PSB Review,  
Ofcom,  
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Date

Dear Rhona Parry,

**Re: Cinemagic World Screen Festival for Young People, Northern Ireland  
response to the consultation: Ofcom's Second Public Service Broadcasting  
Review – Phase One: The Digital Opportunity consultation**

Cinemagic is an international film festival for young people based in Belfast, Northern Ireland. It was established in 1989 and is currently the largest award-winning children's film festival in Great Britain and Ireland. Our festival is designed for and by young people and caters for all young people (aged between 4 and 25) with any range of film and television interest – whether they want to watch and enjoy, create their own work or take things a stage further and find out more about a possible career in the film or television industries.

In response to your consultation and in relation to your main objective of furthering the interests of citizen-consumers; in particular, developing "*a new broadcasting licensing regime to foster self-regulation and broaden citizen/consumer choice*" we would recommend that Ofcom considers acceptance of local community television as public service broadcasters.

We are partners with Northern Visions/NvTv in Film NI and over the years have worked on joint training projects for young people, including the Belfast City Council's IMPACT: Creative Pathways to Employment initiative. We have first hand experience of the social and artistic benefits that cultural film can deliver to our young people. Empowering citizens of all ages to become content providers and creating media which reflects and raises awareness of local issues and interests constitutes a valuable public service. It enhances the skills base, encourages a sense of place and ownership of the city and has the potential to foster greater citizenship.

Regarding aspects of work required to bring about a UK map of local and community television following analogue TV switch-off post 2010, we would request your assurance that no planning, at this stage, precludes a network of local digital multiplexes.

In relation to the development of local television in Belfast, we should be grateful if Ofcom would support NvTv being carried on Freeview as a local public service broadcaster. Such a development would ensure that everyone in the city has access to a valuable local service and would support the efforts of the cultural film sector to nurture the city's cultural and creative assets and talent.

Yours sincerely

Joan Burney Keatings  
Chief Executive