

**If you want part of your response kept confidential, which parts?:**

I have listened to, and considered, the two Briefings programmes on the BBC Parliament channel concerning the 'future of Public Service Broadcasting'.

They 'can't be beat' for the depth of knowledge and insight that the individuals offer on what the BBC has meant to them and their careers - it is inspiring to say the least.

However, what they and Ofcom fail to consider is the 'elephant in the room', that being the meteor that was/is Sky Television on the broadcasting landscape, and the 'free ride' they were given via football, and the woes of the previous satellite broadcasting company that went under not so long ago.

I have no ideological 'beef' with Sky, but they are equally in need of the 'floodlight analysis' that is being bestowed on the BBC in its role as a 'public service broadcaster'. I don't have the emotional 'ties' that such eminent speakers as David Attenborough and Stephen Fry have with the BBC, but there is a serious flaw in the debate being fostered by Ofcom.

It is this last point that I find so 'sickening', given that Ofcom has such a significant role in 'sounding out' what the 'Broadcasting Landscape' might look like in years to come, and how that might fit in with the 'narrow casting' opportunities that new technology offers.

Senior executives of Ofcom get paid a 'fair whack' for work that is [no doubt] very worthy, but I am skeptical that they are earning their crust in this respect.

The retort might be - what is the future for regulators of communications industries? and will the public be bothered to debate such matters? - one wonders!

**3i) Do you agree with Ofcom's assessment that television continues to have an essential role in delivering the purposes of public service broadcasting?:**

Starting from a broader base seem to be a good idea in this respect.

**3ii) Do you agree that UK-originated output is fundamental to the delivery of public service broadcasting purposes?:**

Much of the 'content' currently available via Sky TV is derived from the USA - other than than Premiership Football - what sort of hints do you require?

**4i) Do you agree with Ofcom's conclusions about the way that other digital channels and interactive media contribute towards the public purposes?:**

The conclusions you reach are 'premature' to say the least!

**5i) Do you agree with Ofcom's assessment of the implications of different economic scenarios for the UK TV market for the future prospects for delivery of the public purposes?:**

I don't believe that you have 'thought through' the arguments that exist in this respect, as well as with the debate that could be 'framed' for home entertainment, in all its 'guises'.

**5ii) Do you agree with Ofcom's analysis of the costs and benefits of PSB status?:**

I rather resent the 'leading questions' that Ofcom seems to present, and wonder whether the money spent on funding such a regulatory regime is money well spent!

**6i) Do you agree with Ofcom's vision for public service content?:**

I'm not sure that you have a 'coherent vision' of the future of television entertainment, and what framework that might operate within, particularly in respect of how Sky television might fit in with providers such as the BBC - if that is what the broadcasting 'landscape' requires.

**6ii) How important are plurality and competition for quality in delivering the purposes of public service broadcasting, and in what areas?:**

Unless we define the 'place' that public service broadcasting has in future 'home entertainment' provision - and rather goes to show the 'limited vision' that Ofcom displays in setting up such debates!

**6iii) In maximising reach and impact of public service content in the future, what roles can different platforms and services play?:**

Massive question - why are you asking 'us' to do your job for you?

**6iv) Do you agree that the existing model for delivering public service broadcasting will not be sufficient to meet changing needs in future?:**

Was the person that thought this question up completely 'pissed' at the time? - home entertainment is the premise: how does 'public service broadcasting' fit in?

**7i) What are your views of the high-level options for funding public service broadcasting in future?:**

This is a perfect example of why I question that Ofcom is being paid 'good money' to think through things that the general public generally 'defer' to those 'better equipped' for such matters - the argument is not settled for the role of broadcasting in general, let alone how one should pay for what is 'piped' down the wires to our TVs!

**7ii) Are the proposed tests of effectiveness for future models for public service broadcasting the right ones?:**

Has the debate been adequately framed? - I THINK NOT.

**7iii) Of the four possible models for long term delivery of public service content, which, if any, do you consider the most appropriate and why? Are there any alternative models, or combination of models that could be more appropriate, and why?:**

The premise of the argument suggests that the 'future of home entertainment' systems is a 'given' - we already have 'models' to cater for such a future home entertainment scenario: I refer to my response to 7 (ii)

**8i) What do you think is the appropriate public service role for Channel 4 in the short, medium and long term? What do you think of Channel 4's proposed vision?:**

Will they look like SKY TV?

**8ii) Which of the options set out for the commercial PSBs do you favour?:**

I don't play premiership football.

**9i) To what extent do you agree with Ofcom's assessment of the likely future long term issues as they apply to the nations, regions and localities of the UK?:**

Crucial factor in terms of Sport and Television news - This might be where the 'split' between PSB and commercial broadcasting lies.

**9ii) Which model(s) do you think will be most appropriate in each of the nations and in the English regions in the long term, and why?:**

Huge question - says more about the person who put the question than any response that might be proffered!

**9iii) What are your views on short/medium-term issues referred to, including the out-of-London network production quotas?:**

Utterly banal.

**9iv) What are your initial views on the preliminary options set out relating to ITV plc's regional news proposal? (Please note that Ofcom will put forward firm options on these issues, and consult also on ITV plc's regional news proposal, in phase 2 of this Review.):**

My response to question 9 (i) refers

**10i) Do you agree with our assessment of the possible short term options available relating to children's programming:**

Why 'drill down' to this level at this stage?

**11i) Do you agree that new legislation will need to be in place by 2011 in order to ensure continued delivery of the public purposes in the medium and long term?:**

This is your job - not ours!

**Comments:**

Technological progress has meant that this debate is not just needed, but necessary.

I do hope that the models 'thrown up' by those contemporaries in the USA are not simply copied through lack of 'inspiration'!