

Ofcom's Second Public Services Broadcasting Review

The Digital Opportunity

In the darkest reaches of 'quango' government where the light of democracy is reduced to a flicker you will find OFCOM. Ofcom is self-serving quango dedicated to exercising power over the media extending its remit and control and using the taxpayers money to achieve their aims.

It is of no surprise that this premature review is timed to justify grabbing the TV advertising funding for the digital changeover and quietly passing it to Commercial Broadcasters as a backdoor subsidy from the Taxpayer.

Its mission statement and battle cry for the liberal left media is embodied in John Humphery's catch phrase 'What more can the Government do' to exercise power and control freethinking public opinion.

Western governments are also becoming increasingly comfortable with the regulation of opinion.

In summary, Ofcom can best be described as arrogant and presumptive self serving empire builders oblivious to the needs and wants of the community they should be serving not controlling.

Why undertake the review

Ofcom have embarked on a review with the purpose of channelling more taxpayers money into a xenophobic model of public service broadcasting which has alienated its audience, with the subversive subtext of extending Ofcom's own statutory duty and regulatory remit into the world of the internet.

The report also attempts to portray commercial public sector broadcasting as an essential public service worthy of taxpayers support. The case made owes more to an orphan pleading poverty and asking to be treated with the compassion reserved for the alleviation 3rd world poverty.

The Pretext / context for the Review

The review into the scale and nature of the public service obligations carried by C4, ITV and Five identifies news and current affairs and children's programmes as the most highly valued aspects of commercial public services provision.

- To make recommendations as to how public service broadcasting can best be maintained and strengthened.
- The increasing challenge to the reach and impact of public service programming as audiences fragment. This is creating serious pressures on the ability of commercial broadcasters to deliver certain genres and to sustain historic levels of investment in UK content.

- Using interactive media to meet public purpose for audiences and to sustain reach and impact.

Why Now - Why has it been brought forward?

When one sees statements such as 'Some are questioning' or 'critics are saying' 'Audiences value' one knows that your about to be led on a self serving ride through the questionable reality with one aim of raising Taxation to meet the needs of a Liberal left elite to remain in non sustainable employment. With the main beneficiary being C4.

The self serving nature of the Agenda is illustrated from the report as follows:

To meet an increasing challenge to the reach and impact of public service programming as audiences fragment.

The evidence does not so far bear out the proposition that the market left to itself will deliver UK-originated, high quality public service programming on the scale UK audiences have come to expect.

Using interactive media to meet public purposes for audiences and to sustain reach and impact

Move the debate on to a set of questions relevant to today and tomorrow

How best can interactive media enhance the value of existing public service output to enhance reach and impact?

How can new forms of content be tapped to meet the audience's desire for strong UK public service media in the digital age?

And how do we ensure that audiences can easily access these new services?

'interactive technologies are beginning to play a key role in informing us and supporting participation in democratic processes.' (1.4)

Justification for Ofcoms Report

Ofcom seeks to justify its review by manipulating its own sense of duty erroneous unsubstantiated conclusions of its Report.

- In the light of our statutory duty to recommend ways to maintain and strengthen the quality of public service broadcasting.
- Its clear that the regulatory and funding model which supports today's public service broadcasting framework has had its day. Its too fixed in linear media and too inflexible. As a result it is unsustainable.

- Delivering a new model will need new legislation, ... But given our analysis of emerging opportunities and risks to public service broadcasting, our recommendation is that new legislation should ideally be in place by 2011.
- To exploit the distinctive potential of new platforms (the Internet) to meet public purposes. (1.34)
- Strengthening cultural identity and making us aware of alternative viewpoints

Ofcom's 'System' Vision

Our vision for the future delivery of public service content is driven by the ongoing needs of the audience, as access to digital television becomes universal and take-up of new platforms continues to grow.

- Delivers high levels of new UK content meeting the purposes of public service broadcasting,
- Provides public services content which is innovative, original challenging engaging and of sustainable high quality,
- Is available in a form, and on a range of platforms to achieve maximum reach and impact,
- Ensures competition for the BBC in each public purpose with sufficient scale to achieve reach and impact,
- Exploits the distinctive benefits of different delivery platforms: and
- Supplies diverse content which meets the needs of all communities within the UK.

As I write this I gaze out of the window at a large white van full of Traffic Wardens, Wheel Clamps and Parking Cones, and on the side it says Parking Services. Are we being treated to the same duplicity in this Review?

It is sad to reflect that Ofcom's vision is for a Public Service Broadcasting system which controls and dominates all media through reach and impact which oppresses the individual and thwarts his efforts and freedom of expression: What more could the Government to support the new British fascists than adopt this report.

Consultation Questions

Section 3. How well are public service broadcasters delivering public purposes?

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

The BBC is seen universally as the public service broadcaster for the UK is tasked by the Government to deliver cultural nationalism and extend moral leadership to the world. Their vision not mine.

The new liberal left establishment is creating a virtual concept of BRITAIN through Britainisation which institutionalises the concept of cultural and ethnic diversity. Britainisation disassembles the UK not into nations and regions, but along ethnic and cultural divides: black British, British Asian, British Jews, Celtic Scots, Welsh and Irish, British Muslims British Catholic and lastly the English British. A quick review of BBC News anchor men will further illustrate the point – which is your favourite English-British anchorman?

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

No public service broadcasting is not and essential public service alongside Health Education etc.

Section 4. The changing market environment

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

The review makes an unsubstantiated leap from the new opportunities provided by the internet to a need that has to be met at all cost to maintain audience reach. The Internet is an adjunct to and not a core to PSB broadcasting debate. As a fascist expansionist organisation Ofcom is all too willing to see the Internet as an opportunity to extend its remit to control and regulate. The Internet is the final frontier of freedom of speech and no place for interference from Ofcom.

The analysis conveniently discounts any output that doesn't meet the 70% new UK content. So repeat of UK content or quality Import products eg on Discovery don't count. Why?

Section 5. Prospects for the future delivery of public service content

- ii) 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?

Section 5.4, 5.60 and 5.62 talk about the discoverability of online content and the adverse effect of non UK internet search providers. What Ofcom is saying is that we cannot rely on Jonny foreigners Search engine to direct internet users to official state sponsored news sources, and that the Audience may actually find other independent voices to listen to. So is Ofcom suggesting the Taxpayer pays Google & Yahoo to filter internet traffic or why not go full ultra fascist and set up Ofcom Big Brother Internet self servers to prevent citizens accessing anything other than liberal left media output from the BBC and ITV.

- iii) Do you agree with Ofcom's analysis of the costs and benefits of PSB status?

Digital channels are now promoting good quality content from around the world that delivers the benefits of PSB without delivering reach and UK content – so what?

Do Ofcom really want everyone to be indoctrinated at the same time with content that delivers Ofcoms politically correct messages.

The report zealously guards its own self imposed principals to ensure it has regulatory control of content. In today's digital era a quality UK product can be shown once, repeated at a different time on mainstream channels put on i-player and repeated many more times on smaller digital channels. The opportunities for the Audience to watch it increases exponentially yet it only counts once.

The report also creates a spurious correlation between cost and quality and in section 5.28 describes several doomsday scenarios. Perhaps in part 2 of the report Ofcom can explain how if the salary of Wogan is doubled you increase quality but if halved quality diminishes by a similar amount.

Also why there have been no technology improvements that drive efficiency in production costs as there have been in the rest of the world. Perhaps Ofcom could also explain why the Taxpayer should fund exorbitant salaries and Spanish practices.

Ofcom should use hours of TV not £ of TV as the currency and count repeats in UK content. Whilst BBCs Wild China may be expensive to make spread over several repeats produces through life PSB value for money.

Section 6. Meeting audience needs in the digital age

- i) Do you agree with Ofcom's vision for public service content?

Whilst Ofcom is ready to extend its PSB model it is decidedly unwilling to review its core underlying principles of the existing model. Such as wide availability Plurality of Providers in an era of expanded choice and fragmentation.

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

The report hints that plurality doesn't deliver diversity of voice. It's unsurprising that where the liberal left elite dominate all TV news outlets that Ofcom should duck this critical issue which is the core fundamental of the PSB model. Maslow's hierarchy of needs was too polite to identify self actualisation with the fascist media elite who need to dictate to and dominated the lives of others. This elite is in complete harmony in its pursuit of their liberal left agenda to As John Humphreys catch phrase 'what more can the government do'

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

Competition for quality - fuelling innovation etc - As audiences switch off what part of this argument does Ofcom wish us to believe.

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

Section 7. Future models for funding and providing public service content

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

Ofcom is at pains to establish that the existing model is broken and to suggest a new and improved model extending its reach and regulation into the internet all at the taxpayers expense.

Perhaps Ofcom can explain why the hundreds of millions of public propaganda advertising paid for by the taxpayer doesn't get mentioned in the review of funding.

The Government carefully feeds C4, ITV etc a steady stream of advertising – not for any meaningful purpose but to backdoor money into commercial TV. Yes we know if you don't pay your car tax you will have your car crushed. And its not news to me to know that if I don't pay my TV licence someone will come round personally, in his SS uniform and attach electrodes to my testicles.

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

Why should the taxpayer pay for commercial TVs march into the internet to snuff out other independent voices seeking to be heard.

- iii) 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?

At no point does this review take into account that Britain can no longer be socially engineered and preached to at the whim of the intellectual elite. TV is as good as the audiences it attracts so if the PSB Model has failed so dismally perhaps should be looking to reduce the burden on the Taxpayer. Why does Ofcom only see the world through the eyes of 70% UK produced content the Government and its puppet Ofcom should take a less xenophobic view by letting the outside world in giving PSB status to and taking content from Euro news, CNN, Al Jesira, Polish TV etc. to serve dedicated parts of the UK TV audience.

Section 8. Options for the commercial PSBs

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

Channel 4 has been in existence for sufficient time to establish a credible commercial future. It would appear from the surveys everyone loves it but doesn't watch it. Nothing defines Channel 4 public sector remit more than C4 News.

Channel 4 News is a flagship for the liberal left elite promoting left wing, neo feminism and victimologists causes, extension of regulation and control of society and systematic erosion of free speech. Promoting unsustainable creation of jobs in the public sector especially in health, education, social work and police servicing the burgeoning immigration and poverty industry.

Whilst Britain may have a collapsing manufacturing sector, we are world leaders in the production of liberal intellectuals, think tanks and world class 'Experts' in every conceivable field of human endeavour. Just think of the impact on world civilization if we didn't have the Today Programme, PM, BBC news at 6 and 10 Newsnight, ITV News, C4 News and other 2min to 24hr news programmes on which to convey, unchallenged, their moral leadership and cultural nationalism –

Perhaps Ofcom can establish as part of the review why advertising for smoking, drinking, fast food and cars have been replaced by government propaganda advertising paid for by tax on said products. Also why Tax paid to support international aid to save babies from starving to death in the 3rd world is being paid to support Cannel 4 news.

- ii) Which of the Options set out for the commercial BSBs do you favour?

None - The report excludes Government advertising and is in fact happy to redeploy money from onscreen adverts for the Digital Changeover as a cash sum. Why not more government advertising?

If as the report suggests every service is so highly valued surely the Public would be happy to pay a direct subscription for them.. Its part of the liberal left view on life that they are entitled to get out more than they put in. It's an elitist stance to Highly value something so long as someone else pays for it

This isn't an essential public service?

Section 9. Scenarios for the UKs nations, regions and localities

- i) 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?

As exposed in the recent report on the BBC the broadcast industry promotes cultural centrality. Under the Britainisation agenda broadcasters make every effort to ensure that Scotland Wales and Northern Ireland minimal control of news coverage in order to subvert national aspirations. Any funding support should be linked to true devolution of editorial control.

- ii) 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?

Given that ITV have extended their remit into ITV Local as a commercial judgement why is there a need to provide public funding to support this.

- iii) 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 the Review.)

ITV have a complicated regional structure employing 6,000 staff formed from the merger of the 11 independent regional broadcasters over a 10- year period. Now is the time to rationalise and introduce technical excellence to reshape and regenerate Regional programming.

It would appear that OFCOM are singing off the same protectionist hymn sheet as David Beevers, of BECTU contends that job losses strike at the heart of ITV's programme-making capacity.

Section 10. Prospects for children's programming

- i) Do you agree with the assessment of the possible short term options available relating to children's programming; are there any other options available?

The need to control society begins by starting by grooming children and young people to create a utopian vision of a harmonious multicultural society. The only problem is that Children and young people are not xenophobic and are content to watch American and Australian output. If commercial PSB Children's and young peoples programming is attractive Advertisers will support it and programmes can be marketed worldwide. The Government can also continue to contribute taxpayers money through extensive propaganda advertising.

Section 11. Timetable for implementing the new model

- ii) Do you agree that the new legislation will need to be in place by 2011 in order to ensure continued delivery of the public purpose in the medium and long term?

The need for new legislation is driven by the not by the wish to extend democracy but to control and dominate every aspect of freedom of speech. Western governments are becoming increasingly comfortable with the regulation of opinion - having established the liberal left elite that dominance of the broadcasting industry, the voices of democracy have moved to the internet in search of freedom of expression. It is consistent with the new fascist agenda to want to extend the regulatory and statutory powers of Ofcom to control access to the internet as well on the pretext of public service reach and impact.

Conclusion

As a major consultation with significant ramifications for the democratic process will Ofcom publish the number of responses - not from not from the self serving media groups 'Think Tanks' 'Experts' 'Profession' but from the general public they say so 'Highly value' PSB.

Can Ofcom explain why as the intended recipient of such an enormous amount of public money C4 have not been running a series of special programmes talking about expanding the funding and regulation of Broadcasting and the march into the internet?