

**Title:**

Mr

**Forename:**

jonnie

**Surname:**

turpie

**Representing:**

Organisation

**Organisation (if applicable):**

maverick televsion

**What do you want Ofcom to keep confidential?:**

Keep nothing confidential

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

yes

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

yes

To date this has been achieved by a wide mix of channels .If this not to be the case in the long term because of commercial & technological pressures then the C4/BBC plurality of delivery must be maintained at a minimum.

As noted below there are opportunities for additional delivery agencies/companys to ensure continued wide spread editorial and technical plurality and to ensure the gaps that are appearing in children?s programming and National and Regional originated programming and services are addressed.

Also as noted by ofcom :?the decline in audience take up of psb is much greater amongst 16-24 year olds (who have grown up with the internet) and among people from ethnic minority groups (where the main five channels now represent a minority of viewing).

Our(Ofcom) research shows that often these audiences do not turn to the public service channels as their first choice for public service content; they turn to digital channels and increasingly the internet. ?

This is why the review must address the delivery of psb/content through digital media platforms that are clearly identified, branded and sign posted in order all audiences can ?find and watch? the services that deliver PSB purposs

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

Yes and later comments will describe dedicated digital psb services to address the current and future shortcomings in regional psb.

**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?:**

yes

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

yes

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

In the main yes. see below

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

Extremely important and must be maintained and extended to cover off gaps in psb and to address audience migration to digital and internet platforms as they seek public service interactive and personalised content.

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

established editorial and technical television content through internet platforms will need to be developed. They will have be regularly updated as audience demand continues to change towards integrated broadcasting and personalised online media content.

This will ensure increased impact of public purpose content delivered through digital

media from an expanded range of bodies that deliver public service purposes inc government, local and regional departments, public sector agencies, third sector organisations and commercial companys with psb ethos and targets.

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

yes

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

see below

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

yes

**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?:**

PSB/Content. It recognises the conerstone contribution of the BBC and the creative challenging and risk taking of Channel 4. This has created and delivered purality in psb and promises to continue to do so through the future plans being outlined by both broadcasters.

As the model points out there still may be gaps in future PSB/content which will need to be addressed. These may be in the ever expanding digital media environment that the UK population enjoys and demands to engage with. They may also be in the ever diversifying audience; the widening of UK cultural identities and in representation of national and regional locations and populations.

To address these issues and to be open to flexible future responses to the PSB/Content agenda needs to be built in to the system and model 3 enables this with the proposed additional funding steam.

**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?:**

Channel 4 has delivered extremely valuable and at times challenging and groundbreaking psb since its inception and has ensured the UK psb ecology is kept vibrant. This must be maintained.

C4?s recent Next on 4 proposals to deliver PSB/content in the digital and

multiplatform arena is a positive indication of how the broadcaster wishes to continue to develop Public service purposes into the future and should be applauded.

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

Model 3 with the commercial broadcasters deciding in the next three years whether or not they can sustain psb commitments as public service institutions or as purely commercial businesses.

Model 3 will give certainty to commercial broadcasters within which to decide their participation; certainty to the BBC and C4 to deliver their psb/content and certainly to new psb/content delivery bodies who fill the gaps and /or open new audience opportunities.

**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?:**

To some degree.

Below is a range of suggestions of future focused digital media delivery of public service content from the nation and regions.

A genuine UK wide PSB/content service in the digital age needs to encompass both local and national issues on a day by day basis and increasingly how the UK participates in global issues.

Maintaining public service content for the PSB networks is crucial to a diverse and democratic nation.

Below is the case for network production from the Nations and Regions and is a response to clause 1.51 and looks forward to phase 2 as stated in clause 1.53

Ensuring that such content is produced by regional companys, talent, digital producers and channels with bases in the nations and regions is critical to successful psb/c.

High quality PSB network (national) content needs to be regularly commissioned from the Nations and Region?s producers.

There is no reason that high quality programming cannot be developed, commissioned and produced for the networks in the Nations and Regions. This has been the case in the past and needs to be enhanced post digital switchover and enshrined in PSB/content requirements in the short, medium and long term.

Ensuring such uk wide production is commissioned by PSB broadcasters, and perhaps new funding agencies (model 3) , will contribute to the representation and reflection of the UK on the National networks and their audiences.

High quality programming across a range of genres and formats can also be exploited internationally and thereby take images, stories and cultures from across the uk to the world.

Television and media production has long and varied supply chains that ensure economic growth in the digital and knowledge economy that is the future for the UK's Nations and Regions.

This will contribute economic and creative industrial growth across the UK Regions and contribute to an ever more successful Creative Britain.

Now the case for regional public service broadcasting/content by regions for regions ?  
dedicted digital media stations

Very usefully the Ofcom PSB review has highlighted the growing issues of regional specific psb/content.

We have seen over the last decade a real change in the concept and delivery of ?regional television?.

A decade ago before the massive increase in analogue and digital channels and the even greater body of information via the internet, regional TV was a discreet offer to TV audiences in and about their locality.

Local audiences were drawn to regional TV delivered by the main terrestrials for information, news, comment, entertainment, sport and culture that they could not access elsewhere.

This has changed and high quality regional tv for regional audiences has diminished across the terrestrial channels. No longer does television provide an up to the minute regional service because audience expectations have changed. As have their media consumption.

However Regional audiences miss this once diverse and varied offer which has been replaced with a pretty sorry fare of local magazine journalism in a few low profile slots.

Ofcom's review provides a valuable opportunity to interrogate and recommend new mechanisms to deliver genuine regional and local public services.

As the review points out there are a wide range of public and commercial services with a wide range of messages and content being commissioned and produced. In addition there are a range of news & journalistic services generating content in cities

and regions that may be able and prepared to establish relevant region specific public service content to audiences when and where they want it.

Dedicated digital regional media psb hubs/stations would go some way to increasing local representation and participation.

Such a service could also cover a breadth of subjects across the diverse communities that inhabit each nation and region of the UK. This coverage would further help create and reflect region's contemporary identities and engender a greater sense of engagement and citizenship.

A high quality service might include :current affairs, arts, culture, enterprise, business news, education, health, entertainment, sports, community voices, user generated content, local politics, rights of reply, localized question times.

Audience access and contribution to genuine local and regional agendas could be opened to public debate eg Green, environmental, sustainability, planning, urban design, housing and community regeneration using online interactive digital media platforms rather than top down tv.

Individual hubs/stations would cater for each region and in doing so national issues and trends will surface that should then take their place in the national agenda. This would address the current audience belief that psb is not reflecting the nations and regions.

This is an innovative model for regional psb post digital switch over that responds to local and regional demands rather than tinkering with an out of date concept of regional television that, by their own admission, is proving difficult to sustain by the current psb suppliers.

For those suppliers that do wish to continue to deliver regional services the review must put in place recommendations that ensure that high quality genuinely local services responding to locally specific and contemporary audience demands are put in place for the next phase of PSB.

As the review points out tailored solutions will be required by nations and regions to achieve distinct psb services, however this is much more achievable in a broadband digital media infrastructure. In this near future environment high quality television content can be integrated with interactive, social networking, news, information and personalised services.

This will enable regions to deliver democratic psb/c solutions valued in the local regions as well as contributing to a plurality of services across the UK.

**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?:**

Pursue third suggestion as indicated in previous answer.

eg ? considering other options for the sustainability of regional news.

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

In tandem with approach 1&2 a detailed and costed implementation plan of suggestion 3 is the most likely to deliver enhanced national and regional psb/content targets for psb.

If the illustrative model 3 funding plan was to be implemented then this regional plan would be funded and managed through an additional and independent of broadcasters agency.

**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.):**

Given the increasingly difficult commercial state of commercial broadcasting phase 2 of the review should analyse whether commercial broadcasters can continue to deliver high quality digital media nations and regions PSB.

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

yes

**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?:**

yes

**Comments:**