

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

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

Yes ? but for this to be truly effective there needs to be funding initiatives to create partnerships between traditional and new media in the interests of public service.

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 ? but there needs to be greater commitment to the Nations and Regions, more commissioning outside of the M25 is essential for the public service remit. Greater reach and diversity of programme makers means greater reach and diversity of content to serve the public.

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?:

Yes but in order to provide public service content that reflects the needs, voices and issues important to the UK's population at large, partnerships between traditional and new media is essential. Both have important expertise and experience and to meet and represent the public audience in the digital age cross platform initiatives are needed. A specific fund set up to promote and foster these relationships and collaborations would help to ensure this.

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

Plurality and competition are essential particularly in the area of news and current affairs and factual programming.

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

Different platforms reach different audiences. More cross platform marketing and signposting would help audiences find media on other platforms, creating wider reach. As audiences, particularly younger ones interact with media on a variety of platforms, the use of diverse media platforms means that content reaches wider audiences ? audiences that don't watch television. They are able to watch content in their own time, on their own terms. To truly serve the public, we need to consider the importance of this control / ownership to attract younger audiences ? the future generations.

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

Yes ? there needs to be a specific funding commitment to partner new media with traditional media and a greater cash and policy commitment to the Nations and Regions.

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

Public service funding for Channel 4 is essential for the future of public service broadcasting. Channel 4 has demonstrated its success in and commitment to serving audiences that are not served elsewhere. Channel 4's commitment to risk taking, creativity and innovation is unparalleled

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?:

.Model 2, where only the BBC has public service funding commitment would be disastrous for the future of public service broadcasting. Plurality and competition is key in ensuring diversity of thought, voice, content. Model 3, is I believe the best model for the future. It would guarantee Channel 4's important public service role ? essential in reaching and serving broad audiences

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's public service role is essential for the short, medium and long term. Funding should continue for the short, medium and long term with specific funding for production in the Nations and Regions and collaboration initiatives between traditional and new media

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

Model 3

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?:

Yes but higher quotas and support are needed for the nations and regions. Commissioners should have specific budgets for the nations and regions ? a true obligation. We need to see a radical devolution of production out of London in order for the British public to be truly served.

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?:

Quotas should be increased, the role of development agencies and screen agencies is important and those who have not supported regional broadcasting need to be made aware of their obligations to do so. Some agencies in the south for example have not made a commitment to broadcasting, only to theatrical / cinema. Commissioners should be appointed by the major broadcasters to work specifically with the regions. The only way to increase production in the nations and regions to commit to commissioning cash.

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

In the short, medium and long term there needs to be higher, real cash commitment to the nations and regions. Broadcasters need to visit the nations and regions more and make a more active commitment to fostering creativity and diversity by doing so.

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.):

ITV's suggested merging of news regions is clearly a cost cutting measure. The price paid for this will of course be high. Local audiences will be less well served.

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

Yes Channel 4's extension of role in this area is important since the Channel 4 brand resonates with and reaches older children and teens. The Channel 4 role in this area is therefore essential to attracting these important audiences.

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: