

**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, television does continue to have an essential role in delivering the purposes of PSB. People value and trust broadcasting that is inclusive, diverse, informative and creative and importantly representative of the nations and regions, reflecting all aspects of their lives and identity.

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

Yes and in particular UK-originated output that is representative of production companies and new media businesses operating outside of London and in particular in the nations and regions. It is also important that UK originated output reflects those areas that are without a strong BBC or ITV presence. UK origination is essential to delivering the 4 purposes of PSB.

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

Yes, interactive media contributes hugely towards the public purpose. Interactive technologies are playing a key role in actively engaging the public in delivering and creating innovative content to share, inform and support creative talent and participation in the democratic process and this is breaking down geographic boundaries. Interactive media and the internet in particular have the ability to actively engage audiences and in particular younger audiences. It has the potential to radically change the way an audience interacts and engages with each other creating challenges and opportunities for producers, providers and a wide range of public agencies and private organisations with PSB remits.

**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?:**

Yes

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

Yes, very important, especially in news and current affairs and in reflecting local, regional and national perspectives. It is also important that plurality extends beyond linear TV channels addressing audience needs, with different organisations bringing different voices, attitudes and style. I agree that plurality guarantees access to a range of voices and perspectives with some reaching certain audiences more effectively than others.

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

In maximising reach and impact of public service content in the future, new interactive platforms (peer to peer technologies, online and mobile services) can give a large majority of citizens and communities? choice, fresh perspectives, opportunities for active participation and self-determination. The new platforms also offer opportunities for increased public engagement and local/national partnerships e.g. public agencies, cultural bodies and private companies with public service remits to deliver and create PSB content.

**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?:**

Model 3 ? This approach maintains plurality through two main providers with sufficient scale, impact and experience to deliver public value and with long-term stability.

With BBC / Channel 4 at the heart of PSB and opportunities for competitive funding there will be opportunities for other smaller players to co-exist alongside the main institutions, providing scope for greater plurality and stimulation of the digital media

sector. This option recognises the contribution of BBC services and most importantly of Channel 4's innovative, diverse, representative and challenging programming and projects that creates Channel 4's unique identity. It also gives opportunities to be flexible, as the ways in which the public engages with PSB across the nations and regions develops. It will allow for local platforms and initiatives and a wide range of commercial, voluntary sector and publicly funded organisations already making a growing contribution to the provision of public service content to respond.

Rigorous analysis of all the funding options needs to take place in the coming months and any new form of funding would have to be subject to new governance and accountability arrangements. A new model would have to adhere to the following principles; independence, risk-taking, proportionality and sustainability.

**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 played a powerful, positive and empowering role in supporting the development of PSB content and programming since its inception, supporting many diverse broadcast projects and creative initiatives, particularly within the nations and regions where their unique contribution to the development of PSB cross-platform project developments has been pivotal to their success. This commitment from Channel 4 in creating added value to PSB delivery over the years has been essential to businesses and companies operating outside of London and in particular in regions without a strong BBC or ITV presence, often unlocking strategic partnerships for PSB cross-platform projects and productions.

Channel 4's proposed vision as outlined in Next on 4 and 4IP are fantastic. Their core purposes of nurturing new talent and original ideas, championing alternative voices and fresh perspectives, challenging people to see the world differently and inspiring change, characterise and demonstrate their identity and the ways in which they add value ? by being different to the BBC; contributing Channel 4's unique style; taking risks where others wouldn't. Ofcom's work demonstrates strong public demand for plurality ? especially in news and current affairs and that this should extend beyond linear TV channels. This ties in with Channel 4's vision to become a public service network, with the core purposes at the heart of 4IP.

**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?:**

A focus on out-of-England as well as out-of-London production targets are crucial particularly in the regions without a strong broadcaster presence.

This review is a fantastic opportunity to explore structures for creating sustainable production businesses and structures in the nations and regions (e.g. 4IP) and to build the resources to develop the regional production sector and expertise in delivering PSB content across all platforms.

This is pivotal in ensuring that PSB truly creates regions that are creatively and economically successful and that meet the opportunities and challenges that PSB creates for delivering and generating innovative and inspiring projects that deliver quality and imaginative content.

We need to ensure that the regions have the capacity and infrastructure to deliver high quality PSB content on a local, regional and national scale and that positive effort from the broadcasters, development agencies and local Screen Agencies are developed in partnership with the regional production sector.

**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?:**

Model 3

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

**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.):**

**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:**