

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

I agree with this assessment

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

As I believe that UK -originated output is frequently groundbreaking - yes, I agree

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

I agree

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 believe that the industry needs to adapt to new models of both funding

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

I agree

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

I agree

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

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

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

Yes, I do agree

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

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

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?:

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?:

I think Channel 4 has a really vital public service role to play and support its vision.

By encouraging new ideas, varied approaches to programme making, and developing new talent, it can enhance its contribution to the creative economy.

By championing the independent and alternative voices, and more of this should be done, Channel 4's work can help to make an impact on people's lives

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

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?:

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?:

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:

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?:

I agree

Comments:

I have only responded to the questions which I am qualified to answer. As an end user running an organisation with a commitment to freedom of expression, I believe that Channel 4's contribution to public service broadcasting would be outstanding in any country in the world - and is certainly so in the UK. It should be sustained.