

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

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, and it justifies greater concentration on funding for 'the main five'

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

Yes, except the given concept of community is unrealistic, whether judged by viewers or not. Communities are really those of taste and background, they are small and disparate and do not correspond to geographical regions or even locality. The concept of a 'UK community', or 'regional community' is therefore pointless; although that of 'European community' might be reasonable it is hardly likely to be helpful since it is too vague and still suggests Europe vs. everyone else!

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?:

Very important to keep BBC channels up to the mark, especially if funding could be handed over in a way which would ensure a distinctive alternative policy about aspects of PSB content, and increased for, say, C4

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

Freesat offers the possibility for PSB internet information from government to be made more widely available

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

No, it is just a matter of clearer policy formation and implementation. The present structure is adequate but BBC should not feel so much obliged to justify its existence through audience ratings. At present, by trying to cater for entertainment which is otherwise widely available on the commercial channels, BBC is inclined not to try not to 'vote for Christmas'; factual programmes have been relegated to the shallow end, and even news programmes have become 'magazines' with more banter between presenters than news

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

If this means options in 1.32, these are my recommendations

i Direct public funding by direct taxation

On the basis that 'nanny', that is parliament, knows best, as with capital punishment, Health, and education etc...so why bother with hypothecation for PSB?

ii The licence fee

This is most suitable purely for entertainment, which is widely available away from PSB channels so the fee should be dropped

iii Regulatory assets

Too indecisive and inefficient, especially 'revised advertising minutage rules' which would defeat the main objectives

iiii Industry funding

There seems little advantage, except to politicians in that that it would be even less accountable than the licence fee

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

Not entirely unless the business about 'communities' can be clarified, see 5ii above

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 1 - Evolution

Favourite because the element of competition and the possibility for varied emphasis would remain

- 'additional support is provided to retain or expand those responsibilities which remain high public priorities but which can no longer be supported through the value of existing gifted spectrum': yes e.g. more money for C4 and less to the other commercial channels, to give more clarity and concentrate the benefits of competition with BBC in PSB broadcasting

Model 2 - BBC only

No see above

Model 3

Yes, the summary gives sound reasons why this should be beneficial, and see above

Model 4

This seems similar to Model 3, except there is a shift of emphasis, but would be harder to implement efficiently

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?:

To provide an alternative to PSB on BBC. Agree with the 'vision' as far as I can remember what it was

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

Let them drop regional programmes, see comments in 5ii)

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?:

Don't agree, see 5ii)

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?:

see 5ii)

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

see 5ii) and this is a matter for BBC etc.

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.):

see 8ii)

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

No particulr view

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, the sooner the better. Decisions need to be made clear in legislation, so BBC and other PSB broadcasters can be properly steered and know how to proceed in the changing world of TV

Comments:

The confusion about the conflicting aims of PSB has gone on for at least 20yrs. This is just the latest opportunity for BBC, in particular, to stop hawering and to start to refrain from chasing ratings and adopt clear principles instead. Resources are spread too thin and you cannot please all the people so give them PSB as an alternative to commercial production for the masses. Listen to David Attenborough!