

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

Television has an essential role, but must increase its local reflection local issues by allowing the citizens voice to be heard without being muted by current editorial policies to produce entertainment.

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

Localised peices of content are all important to engage and motivate local citizens and allow true democratic interaction.

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

This area will only expand. We are only at the beginning of the evolutionary process in the identification of how the average citizen wishes to recieve and interact with media. The contribution of multi media services has yet to be fully understood along with its potential on society.

**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?:**

The use of ever larger public funds and delivery for public sector broadcasting will stifle the citizens control, giving rise to misrepresentation in localised areas and breakdown of cohesion.

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

As a television I am concerned that the review does not consider widening out the definition of who is a public service broadcaster or public service content maker. There can be no doubt that community based media projects, whether broadcasting or online, are producers of public service content. This is also true of commercial local television broadcasters.

I urge Ofcom and the DCMS to consider funding models which include all producers of public service content, not just the incumbent national television producers.

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

I feel that it is important that a greater number of independent local television stations are able to be nurtured in order that true representation of the needs are the public are greater represented. The evolutionary needs of those using the media systems my in

fact change in their balance as access is monitored and more services are able to be delivered.

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

Plurality and competition is key, one size fits all ultimately fits no ones needs, and monopolies often fail to adequately deliver..

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

The media network delivery platform will extend past what we current hold up as the main delivery methods. Social networking and web design (for instance) have evolved to create greater awareness and appreciation of the individual citizens needs. What we may see in the future is a transformation from the "sit back" delivered information approach, is more into the "sit forward" information specific requirement

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

I agree that the existing model of public service broadcasting will not be sufficient in the future.

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

The options are looking at a simplistic approach of funding from one stream only. A more complicated approach may be needed to reflect the internal funding strands available to Public Service Broadcasting that reflects the best overall approach. This may mean splitting the BBC up into specific commercial and non-commercial segments.

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

The proposed tests for effectiveness are measuring the existing known market. How well this will be in measuring the future market would be unknown as this will depend of the detail questions under the headings given. Effectiveness , for example, is measured by what means and in what context?

**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?:**

The impact on the media commercial market has not been factored into this report. If the BBC goes commercial and seeks opportunities for revenue gain, it may be at the direct expense of existing media production companies who are unable to compete.

**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 that the proposal illustrates all the requirements that local citizens would like to see, but fails on providing a sufficiently local relevant material. Generalisations are all what is left without giving any true impact to the local population.

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

In this limited questionnaire, the option would be for the model as used by Channel 4. However this still does not adequately reflect the markets needs in the evolutionary approach of more and greater citizen involvement, including media platforms.

**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?:**

This is indeed an evolutionary process, and one which careful understanding must be made. The force of delivering a smaller PSB service based on a National Delivery system will not work. Working with smaller independent commercial stations in delivering localised PSB may be forced on the existing PSB's if they are to maintain relevance.

**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?:**

None

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

Quota's rarely work and are very often circumvented. There is no mention of the quality, genre or requirement of production companies. Channel 4's commissioning in Birmingham has been gained with the use of £3million RDA money. Will this continue to be a possibility ?

**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.):**

I find that I have to agree to ITV's proposal.

**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?:**

Legislation must be made based on the current. We have an evolving market that has been assessed utilising current concerns and views. The scenario of rapid fragmentation, although not rated, is at present the most probably of happening due to the barriers of cost (broadcasting, delivery, production) falling to levels that many smaller companies are able to penetrate the competitive entry barriers. The question then has to be whether the existing PSB's decide to fight their existing position, compete, or adapt to the emerging market place.

**Comments:**

The market will be determined by the needs of the viewer, which will be dependent on the delivery options that are now technically available. This will require consideration of what, where and when the users require their unique PSB to be delivered to them