

| Question   | Your response   |
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| <p><b>Question 1: Do you agree that a new regulatory framework for Public Service Media (PSM) delivery should support a more flexible ‘service neutral’ delivery approach that is more outcomes focused?</b></p> | <p>No. But I support the transference of ‘public service’ values (to inform, educate and entertain) to a much wider set of delivery means than simple broadcasting. It would be the regulation and accountability that is crucial: but I admit that I am unsure as to how this can be achieved.</p>   |
| <p><b>Question 2: Do you agree with our proposals for a clear accountability framework?</b></p>  | <p>Most definitely. But I know that the achievement of this will be very strenuous in the digital age.</p>  |
| <p><b>Question 3: What do you think should be included in the PSM ‘offer’?</b></p>   | <p>Am not sure what this means.</p>   |
| <p><b>Question 4: What options do you think we should consider on the terms of PSM availability?</b></p>   | <p>Public Service Media should be available on all platforms.</p>   |
| <p><b>Question 5: What are the options for future funding of PSM and are there lessons we can learn from other countries’ approaches?</b></p>  | <p>I think this is the most difficult thing of all. The current BBC licence fee regulation has proved its worth; but I do not know how or if this principle can be extended. I just know there has to be both regulation and financial provision. My main, and overriding concern is with regard to the regulation of international super giants. Is it possible to have any control over their access to this country’s – or indeed any country’s – media? Can they be subject to any regulation at all? Must their financial clout be allowed to call the shots for broadcasters/production companies as a whole? Who permits whom to do what? I never hear it discussed in parliament.</p> |
| <p><b>Question 6: What do you think about the opportunities for collaboration we have referred to? Are there other opportunities or barriers we haven’t identified?</b></p>                                      | <p>In principle, this could work. But it would have to be carefully regulated.</p>  |
| <p><b>Question 7: What are your views on the opportunities for new providers of PSM?</b></p>   | <p>If they are prepared to reflect (in whatever way) the precious Reithian mandate to ‘Inform, educate and entertain’, then yes; bring them on.</p>   |