

Dear Ms Nicolotti Squires

We are writing in response to the proposals put forward on Revised PSB Commissioning Codes of Practice.

We are the Managing Directors of Noho Film and Television, and over the last decade or so we have been making both drama and comedy for the PSB's. We are a small yet successful production company, and we have found it increasingly difficult to finance our shows, which are written and directed by British talent, for a British audience. In an environment of decreased opportunities for producers, decreased funding and more competition, and US streamers encroaching on and warping the market, narrative fiction has become more expensive and precarious to make. We therefore do not see the logic in making production even more difficult.

If producers cannot sell secondary rights, then they cannot deficit finance. If matching rights stop distributors making offers, then producers cannot deficit finance. Producers need deficit finance more than ever. This has long ceased to be a question of the profit producers are set to make, but has instead become the crucial piece necessary to making shows at all.

We strongly urge Ofcom to avoid damaging the production sector even further and ask it to enable an industry to continue with the necessary lifeblood that it needs.

Yours sincerely

Camilla Campbell & Robert Wulff-Cochrane

Noho Film and Television