

Name Withheld 5

Question	Your response
Question 1: Do you have any comments on our proposals and proposed draft Guidance for Original Productions and updates to the Regional Production Guidance?	Yes. I am writing to express serious concerns regarding the proposal to include repeat programming in production quota calculations. As Ofcom will be aware, the UK television production sector is currently experiencing unprecedented challenges, with independent production companies facing insolvency and approximately 80% of freelancers in unscripted programming remaining unemployed for extended periods, often spanning months or years. The current economic climate within the industry demands policies that actively stimulate new content creation rather than measures that could inadvertently reduce production volumes. Should repeat programming be permitted to contribute toward quota requirements, there is a substantial risk that broadcasters will inevitably reduce their commissioning of original content, thereby exacerbating the existing crisis facing production companies and freelance professionals. The inclusion of repeats in quota calculations would create a perverse incentive structure that prioritizes cost reduction over content creation, potentially undermining the very objectives that production quotas were designed to achieve. This policy direction could prove counterproductive to the long-term sustainability and growth of the UK's creative industries. I respectfully urge Ofcom to maintain the current framework that excludes repeat programming from production quota calculations. This approach ensures that quotas continue to drive genuine investment in new content creation, supporting the livelihoods of thousands of industry professionals while maintaining the UK's position as a global leader in television production. The industry's survival depends on

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Question 2: Do you have any comments on our impact assessments underpinning our proposals, as set out in Annex 3?	Yes I am writing to express serious concerns regarding the proposal to include repeat programming in production quota calculations. As Ofcom will be aware, the UK television production sector is currently experiencing unprecedented challenges, with independent production companies facing insolvency and approximately 80% of freelancers in unscripted programming remaining unemployed for extended periods, often spanning months or years. The current economic climate within the industry demands policies that actively stimulate new content creation rather than measures that could inadvertently reduce production volumes. Should repeat programming be permitted to contribute toward quota requirements, there is a substantial risk that broadcasters will inevitably reduce their commissioning of original content, thereby exacerbating the existing crisis facing production companies and freelance professionals. The inclusion of repeats in quota calculations would create a perverse incentive structure that prioritizes cost reduction over content creation, potentially undermining the very objectives that production quotas were designed to achieve. This policy direction could prove counterproductive to the long-term sustainability and growth of the UK's creative industries. I respectfully urge Ofcom to maintain the current framework that excludes repeat programming from production quota calculations. This approach ensures that quotas continue to drive genuine investment in new content creation, supporting the livelihoods of thousands of industry professionals while maintaining the UK's position as a global leader in television production. The industry's survival depends on

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