

Your response

Question	Your response
<p>Question 1: Do you have any comments on the methodology Ofcom proposes to use to determine the financial terms? Where you disagree with any of our proposals, please explain why.</p>	<p>Confidential? - N</p> <p>On behalf of Channel 5, Paramount welcomes the opportunity to respond to this consultation on the proposed methodology for a review of the financial terms of the Channel 3 and Channel 5 licences. We have no specific concerns. We note that using a similar methodology previously Ofcom's assessment has taken into account wider market considerations leading to a nominal licence fee of £10k.</p> <p>In particular we would point to the decline in linear TV viewing and the uncertainty of the TV advertising market during the licence period as key factors for consideration. Further we think it is sensible that Ofcom considers possible changes to COSTA and the proposed changes under the Media Bill – though we note that it will be a challenging licence period for linear television irrespective of any regulation. We would also flag that licence renewal will take place in advance the proposed Media Bill's passage through Parliament.</p>