

Question 1: Do you agree that public service provision and funding beyond the BBC is an important part of any future system?:

YES. If ITV can eliminate regional programming, the BBC regional standards might well decline

Question 2: Which of the three refined models do you think is most appropriate?:

Whichever gives the best chance of better and more variety of regional programming. The direction that C3 is headed makes it unlikely this household will be watching the channel in the long term without the most radical proposals. see q4 q6 q12 answers

Question 3: Do you agree that in any future model Channel 4 should have an extended remit to innovate and provide distinctive UK content across platforms? If so, should it receive additional funding directly, or should it have to compete for funding?:

That would be a good idea, even if it means extra funding for C4

Question 4: Do you think ITV1, Five and Teletext should continue to have public service obligations after 2014? Where ITV1 has an ongoing role, do you agree that the Channel 3 licensing structure should be simplified, if so what form of licensing would be most appropriate?:

As things are now, this household watches only what little remains of local news on ITV1 and maybe only on average 2 other networked programmes per week! Generally standards on 3 have dropped dramatically in the last 2 years in particular. Personally I find 16 minutes or sometimes more of adverts/promos too much to watch 'live' and end up recording the 2 or so decent programmes per week so as to be able to skip the ads on playback. Many others do the same, so no wonder the advertisers are getting less viewers, ITV have shot themselves in the foot if not the head!

Five, although a newer channel, gets significantly more viewing in this household than 3

Question 5: What role should competition for funding play in future? In which areas of content? What comments do you have on our description of how this might work in practice?:

European originated, Irish and British programming percentages should be higher to attract more funding, at the expense of American originated material, in the peak hours. Items of regional interest, especially news and current affairs, should attract funding

Question 6: Do you agree with our findings that nations and regions news continues to have an important role and that additional funding should be provided to sustain it?:

YES, regional news and local current affairs and other regional interest programmes are MORE important than you/the ITV bosses think. There are now so MANY commercial programmes(channels) available that are so similar to each other in content, at least terrestrial broadcasting (albeit in digital form) should be DIFFERENT, and MORE regional interest programs would ensure that at least within their own areas, there would be a guaranteed sizeable mostly 'local' audience. Also advertisers could easily target people in specific regional areas if desired. Thus it was better in the days of the old IBA. Then, radio stations were independent of each other but the rot set in when they were allowed to be bought up by the owners of other stations from other areas, leaving only the adverts of local interest. Similarly when the ITV stations were there specifically to serve their own areas, there were far more local interest programmes except from about 8pm-10.30pm when of course programmes were networked.

Question 7: Which of the three refined models do you think is most appropriate in the devolved nations?:

For their responses to advise

Question 8: Do you agree with our analysis of the future potential for local content services?:

Doesn't go far enough to promote more local programmes.

Question 9: Do you agree with our assessment of each possible funding source, in terms of its scale, advantages and disadvantages?:

Fairly well on the whole.

Question 10: What source or sources of funding do you think are most appropriate for the future provision of public service content beyond the BBC?:

Advertising, licence fee, government (local and national) grants, even the Lottery

Question 11: Which of the potential approaches to funding for Channel 4 do you favour?:

C4 is the best of the commercial channels as presently constituted, followed fairly closely by Five.

Any method of extra funding for c4 would be acceptable, preferably competing, but at a lower priority than getting c3 sorted out!

Question 12: Do you agree that our proposals for 'tier 2' quotas affecting ITV plc, stv, UTV, Channel TV, Channel 4, Five and Teletext are appropriate, in the light of our analysis of the growing pressure on funding and audiences? priorities? If not, how should we amend them, and what evidence can you provide to support your alternative?:

They may be what's practible and acceptable for the present ITV encumbents but for terrestrial main channels , this household would far prefer a more radical approach to improve the situation after 2014

Additional comments: