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Our Ref: DAAG/JC/LMcL

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Your Ref:

Date: 4th December 2008

Dear Ms Nash

**Ofcom's Second Public Service Broadcasting Review
Phase 2: preparing for the digital future**

We have been most interested to take part in the consultation process for this important process and note our previous correspondence on this issue. FifeScreen & TayScreen is the regional screen agency for Dundee City Council and those of Angus, Fife, Perth and Kinross and has made a further submission on behalf of the Fife and Tayside Local TV Working Group (FT-TV)

We would take this opportunity to highlight key areas of concern at this time, being the opportunity for Tayside to participate in the provision of local TV services, the need for the 7th Mux spectrum capacity and for a dedicated fund to support such services.

As previously mentioned we consider that local TV services can play a vital part in engaging people with their communities, regions and culture and represent a significant economic development opportunity for both the media sector and other businesses that can derive exposure through this medium.

In Scotland, it is highly likely that local TV services will be developed in and for Edinburgh and Glasgow. As part of the strategy of growing and maintaining the competitive positioning of Dundee and Tayside and Fife we would urge that the region should have an equal opportunity to derive benefit from this.

In terms of the global market potential for content, we note the comment in Accenture Consumer Broadcast Survey 2008 that "it is no coincidence that major content producers are currently making a series of acquisitions in emerging markets, seeking access to innovation, talent and content that they can both leverage locally and recycle to developed and emerging markets worldwide".

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जेवळ तुम्हाला इंग्लिश समझने में कठिनाई होती है या खिा करके साडे ठाल हेठा सिडे पडे ते संपर्क करे।

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On spectrum, we would ask Ofcom to take into account that the demographics of Tayside and Fife are such that only around 50% of the population has access to Broadband. With this in mind, it is all the more essential that the 7th Mux should be enabled to ensure the widest possible coverage for local services.

On funding, we fully support the proposition for a dedicated fund for local TV. As in the FT-TV submission we note, as mentioned in Ofcom's Phase 2 Consultation document "the surplus in the current licence fee settlement that is ring-fenced to pay for costs of digital switchover", and that this surplus is worth around £130 million per year.

As a Council, we are most interested in considering appropriate participation in the roll-out of local services and reviewing the role of local TV in the council's own media and communications plans and delivery. We would suggest that a proportion of funding could be directed through local government for application towards both local and national information and campaigns. This would help to ensure best practice in combining local TV and broadband services to disseminate information and better engage people in their local and regional communities.

Thank you for your time and, once again, we look forward to your favourable consideration of our submissions.

Yours sincerely



Douglas A A Grimmond
Director Of Economic Development