

Mr. Stewart Purvis
Ofcom

By email

2nd December 08

Dear Mr. Purvis,

I was really surprised to learn that Ofcom, in its Second Public Service Broadcasting Review, have proposed to break up the GMTV licence and dissolve it into ITV. As a past Chairman and President of the British Toy & Hobby Association I know that many companies within the toy industry regard the existence of GMTV as a contributory factor in the industry's long term resilience and growth. The GMTV licence is indeed viable because it is seen as an attractive alternative to ITV day time which lacks the focus required by the industry.

It therefore seems to me that in the unusual event of GMTV licence being rolled into ITV that there would be a significant reduction in advertising revenue that would result in lower quality programming for children and consequently higher costs to regional contractors. It is the very individuality of GMTV which makes it viable and attractive to our industry as an advertising platform. We have already seen ITV move significantly away from providing quality children's broadcasting and it seems that this move would simply be another nail in the coffin of providing quality programming for children.

On behalf of the British toy industry I very much hope that Ofcom will reconsider this ill advised proposal.

Yours faithfully,



Peter Brown
Chief Executive

P.S. I am happy for this letter to be published on your website so that others can see the reaction of Flair Leisure Product plc

c.c. Roger Dyson, Chairman, British Toy & Hobby Association
Nick Austin, President, British Toy & Hobby Association