

Looking at the news coverage today and over the last few weeks on your Consultation proposals to 'downgrade' ITV Regional News/Programming, I feel that the whole point of regional ITV has been overlooked.

The purpose of ITV is made up of regional franchises, providing regional television, but part of a network. Times change I accept that, but the trouble here is, people (such as myself) that live in Hampshire, couldn't care less what happens in Kent or anywhere else for that matter. They want to know what happens in their local area, which was always the case, before Granada merged with Carlton back in 2004. This should not have been allowed to happen in the 1st place. I was lead to believe that before continuity was moved to London (in my case from Southampton) Meridian and Ulster TV were the only ITV franchises making money? The Granada/Carlton merger has clearly backfired.

The other problem is there are now too many television channels in this country (like there is with commercial radio). The UK is not the US. We are a small country and sadly that is the reason for declining advertising markets, which surely is clear for anyone to see including an organisation such as yourselves. Is this not of your doing? The broadcasting industry is in a complete mess.

The way forward here surely is to reduce channels and enhance provision of what we already have in the form of the 5 terrestrial broadcasters?

In any case, if ITV feels now that it cannot meet the obligations of an ITV franchise in a particular area (or the network), should it not have its licence revoked and offered to a broadcaster that can? Such as (dare I say Sky?)

Chris Pearce