

4th December 2008

Dear Ofcom

At Princess Productions we recognise the importance of having a publicly owned Channel 4 at the heart of the PSB system so that the public continue to watch the high quality programmes they've come to expect after twenty five years of Channel 4.

We feel that Channel 4 brings an alternative view to the table with their shows, which has enabled us to make counter-intuitive programmes like Cotton Wood Kids and Bobski the Builder for the Cutting Edge strand. Channel 4 is always the source of fresh perspectives and isn't afraid to challenge the consensus view.

Channel 4's editorial voice appeals to young and diverse audiences with the irreplaceable T4, and the channel continues to expand its potential on the internet, with multiplatform programmes like OrangeUnsigned Act and The TV Show.

Channel 4 has always nurtured new talent. The Sunday Night Project, presented by two new comedians, would never have been commissioned by any other terrestrial channel in prime time.

Most of all, Channel 4 programmes have inspired people to change their own lives. The Big Art Project will have an impact on communities well beyond the television programme itself.

A new funding settlement is needed to enable Channel 4 to sustain its PSB role because without funding, cutting edge dramas and comedies will come under threat.

The funding gap must be urgently addressed so that this iconic broadcaster continues to entertain, challenge and enrich audiences in the changing media landscape of the future.

Yours sincerely

Henrietta Conrad
Managing Director, Princess Productions