

3i) Do you agree with Ofcom's assessment that television continues to have an essential role in delivering the purposes of public service broadcasting?:

yes - and competition between major broadcasters encourages high quality local news.....

3ii) Do you agree that UK-originated output is fundamental to the delivery of public service broadcasting purposes?:

yes.... and News is first and foremost....

4i) Do you agree with Ofcom's conclusions about the way that other digital channels and interactive media contribute towards the public purposes?:

We are a long way from the time when the internet will be as accessible as television.... these two will combine in some form but not yet.....

5i) Do you agree with Ofcom's assessment of the implications of different economic scenarios for the UK TV market for the future prospects for delivery of the public purposes?:

5ii) Do you agree with Ofcom's analysis of the costs and benefits of PSB status?:

6i) Do you agree with Ofcom's vision for public service content?:

6ii) How important are plurality and competition for quality in delivering the purposes of public service broadcasting, and in what areas?:

The BBC and ITV maintain a high quality news service for the Nation and the Regions, while keeping a close eye on each other.... Competition works!

6iii) In maximising reach and impact of public service content in the future, what roles can different platforms and services play?:

Television will remain the main player for years.... until the internet and broadcasting merge....

6iv) Do you agree that the existing model for delivering public service broadcasting will not be sufficient to meet changing needs in future?:

no

7i) What are your views of the high-level options for funding public service broadcasting in future?:

ITV must be encouraged to maintain its regional identities.

7ii) Are the proposed tests of effectiveness for future models for public service broadcasting the right ones?:

7iii) Of the four possible models for long term delivery of public service content, which, if any, do you consider the most appropriate and why? Are there any alternative models, or combination of models that could be more appropriate, and why?:

8i) What do you think is the appropriate public service role for Channel 4 in the short, medium and long term? What do you think of Channel 4's proposed vision?:

8ii) Which of the options set out for the commercial PSBs do you favour?:

9i) To what extent do you agree with Ofcom's assessment of the likely future long term issues as they apply to the nations, regions and localities of the UK?:

9ii) Which model(s) do you think will be most appropriate in each of the nations and in the English regions in the long term, and why?:

9iii) What are your views on short/medium-term issues referred to, including the out-of-London network production quotas?:

9iv) What are your initial views on the preliminary options set out relating to ITV plc's regional news proposal? (Please note that Ofcom will put forward firm options on these issues, and consult also on ITV plc's regional news proposal, in phase 2 of this Review.):

The regions have been familiar to the audience since the beginning of commercial broadcasting, it would be a pity to abandon them now....ITV must be encouraged to keep the regional identities.

There are savings to be made..... there always are, but high quality local news is of fundamental importance... ITV News delivers that.

EXAMPLE : ITV Westcountry is a distinct region covering Cornwall, Devon and parts of Somerset and Dorset..... it's about 170 miles across....

ITV's proposed new replacement region adds another 100 miles or so..... up to the Tewksbury area.... can that still be considered regional? especially when it could take the best part of a day to drive across it? Please act to keep ITV Westcountry!!!!

10i) Do you agree with our assessment of the possible short term options available relating to children's programming:

11i) Do you agree that new legislation will need to be in place by 2011 in order to ensure continued delivery of the public purposes in the medium and long term?:

Comments: