

Question 1: Do you have any comments on the general analysis and conclusions of the report?:

Anything which leads to an increase in the proportion of educational programming (in its widest sense) can only be a good thing.

Question 2: Of the policy approaches suggested by stakeholders, which, if any, do you consider the most appropriate to address the conclusions made in this report?:

Question 3: If they are appropriate, should any of the policy approaches be tailored to different age groups (for example to pre-school, younger children, older children and young teenagers), or to different types of children's programming (like drama, factual, entertainment and animation)?:

Question 4: What is the role and importance of UK-originated programming for children?:

Question 5: What is the role and importance of plurality in the provision of children's programming?:

Question 6: Should further consideration be given to provision of public service content for children over platforms other than linear television?:

Question 7: Does the policy approach for children's programming need to be different to the policy approach taken to public service broadcasting overall?:

Additional comments:

The premium rate industry is riddled with fraud and criminality. Since Ofcom and ICSTIS are not prepared to take any significant steps to address this problem, I should like to submit my opinion that children's TV should not be permitted to include any premium rate element.

Even if polls, quizzes and the like conducted using premium rate lines are honest in themselves (and, as we have seen, they are usually dishonest) such campaigns provide an additional mechanism whereby criminals can harvest huge lists of current mobile phone numbers and sell them on to be used in future scams.

Since children often have PAYG phones, they are particularly vulnerable to (and are a prime target for) the premium rate thieves. The TV companies should be prevented from aiding any such activities aimed at children.