

xxxx response to the Ofcom consultation:  
"The future of children's television programming"

**Our response**

xxxx welcomes Ofcom's timely consultation on the future of children's television. Our view is that good content for children is not only a cultural entitlement but that it also plays a critical educational role. Television contributes to children's understanding of the world around them, develops specific skills including early stage numeracy and literacy, as well as nurturing core values.

There's no doubt that children's media consumption habits are changing rapidly and that television is seen by children as one of a myriad of education, communication and information outlets. It would be easy to view this multimedia world as reducing the importance of broadcast television but in fact we would argue that the reverse is true for two main reasons:

Firstly, research has shown how new technologies are creating significant digital divides, largely along socio-economic lines. Television is a great equaliser, offering shared reference points for children of all backgrounds. Secondly, it provides an important trigger for discussion whether between children, between children and their parents or for use as prompts by teachers in the classroom. In this way, children's content is vital in challenging, engaging and enlightening a new generation.

Given the changing media environment, xxxx strongly suggests that Ofcom's consultation should take a wider perspective on children's media content as a whole. We would argue that the children's production sector should be at the forefront of working across multiple delivery channels. It should innovate in entertainment, information and drama formats that blend internet concepts such as social networks and user-generated content with some of the production values and craft skills that have made British television the envy of the world.

xxxx suggests also that Ofcom publishes the views of the children who have contributed to its consultation in order to develop a shared understanding of what children might want to do with, and see from, media content in the future.

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