

Sent: 11 December 2003 22:55  
To: BBC Charter Review  
Subject: BBC CHARTER DEBATE

As a consumer, my opinions are:

1. BBC is world class in comparison to US and European media for the quality of output, the independence of its news coverage and the investment in long term projects, eg the Blue Planet.
2. Advertising and increased commercial activity should have no direct impact on the quality of these outputs.
3. Increased outputs for advertising on a national level should be welcomed by advertisers and advertising industry experts alike as it increases competition, and will hopefully reduce income to outfits such as Murdoch!
4. BBC needs sustained revenues to keep pace with technological advances and should always be at the leading edge. Licence fees and government subsidy are unsustainable as adequate sources of revenue. BBC can be confident that consumers will keep faith, and advertisers will also support it as it has national coverage and quality programming.
5. Mixed and balanced approach between subsidy and advertising revenue should allow easy transition.

Thanks for listening and keep the BBC and all its associated activities a worldclass provider of media and entertainment. I am currently in the US and I think that the poor quality of news reporting on television contributes to a deficit in participative democracy.

Best regards and good luck

Nick Johnson

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