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A letter supporting the BBC's proposal for two digital children's channels from independent production company Darrall MacQueen Ltd.

The BBC Channels kick-start an interactive TV strategy for all UK kids  
The BBC's two children's channels are key foundation stones in the fast deployment of a digital infrastructure for use by all UK kids. They will also be a key focus point for the development and commissioning of UK originated interactive content. The BBC children's channels are an essential kick-start for an interactive TV system that will develop to it's fullest potential in 10 or 15 years time. Short term action matched by long-term vision.

From the UK kids point of view

UK kids want access and interactivity. They are eager to grasp the new digital technology and put it to practical use, connecting up with friends and exploring quality content.

Empowering the first digital generation of UK Kids

An empowered digital generation of UK kids will develop into a huge national resource - the future leaders of European and International digital development.

Conclusion

We support the BBC's proposal for two digital children's channels. The digital channels will kick-start the process of universal digital access for all UK kids, encourage faster digital TV switch over across the country and help empower the new digital generation of UK children.

Billy MacQueen and Maddy Darrall are creators and producers of children's television and interactivity, with 22 series rated number one in timeslot across UK and Europe in the last 10 years.

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A fresh view on the BBC's proposal for two digital children's channels  
from independent production company Darrall Macqueen Ltd.

What do the UK kids want?

UK kids want access and interactivity. They are eager to grasp the new digital technology and put it to practical use, connecting up with friends and exploring compelling content from both home and school. Since 1998 UK kids have recognized the digital opportunity, "the TV, the web and the computer should all come out of one TV box", (Disney Club 2000 Futures research, April 1998, UK). They want to be the early explorers of interactivity, they want to share their technical and creative digital experiences with each other on a daily basis. UK kids want digital access from everywhere and anywhere in the UK and they want it now.

Who wants the UK kids?

Everybody wants UK kids, because they are at the forefront of a massive change in Western lifestyle, where home, school, work and play all crossover into each other. UK PLC wants UK kids, because an empowered digital generation of UK children will develop into a huge national resource - the future leaders of European and International digital development.

The major multi-national entertainment and technology companies want UK kids, because they will be the key early adopters of digital TV and interactivity in the new global market place.

Who will get the UK kids?

Whoever is fastest with robust technology and compelling content.

It could be a combination of UK companies and public services - the best computer game makers, children's TV programme creators, educators, technologists and broadcasters in the world.

Or it could be one of a host of multi-national companies (RTL, Telefonica, Viacom or Disney) who will develop their UK Kid consumer connection and knowledge into brands and concepts that will dominate the global digital market for the next fifteen years.

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UK kids will decide

UK kids are smart and will find whoever first to market, they will stay loyal if this is delivery is backed up by consistently compelling content. If UK PLC seriously wants to hang onto UK kids hearts and minds for the digital future, then the BBC's two children's channels are essential foundation stones in keeping the opportunity of UK first to market with compelling content alive.

Conclusion

We support the BBC's proposal for two digital children's channels. The digital channels will kick-start the process of universal digital access for all UK kids, encourage faster digital TV switch over across the country, help empower the new digital generation of UK children and create fresh major interactive outlets for UK creative and technical businesses.

Billy Macqueen and Maddy Darrall are creators and producers of children's television and interactivity, with 22 series rated number one in timeslot across UK and Europe in the last 10 years (further information on [www.darrallmacqueen.com](http://www.darrallmacqueen.com)).



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