



TO BE EMAILED TO RECIPIENTS

Media Ownership Consultation Responses
Broadcasting Policy Division
Department of Culture, Media and Sport
2 – 4 Cockspur Street
London SW1Y 5DH

Friday, 25 January 2002

Dear Sir or Madam

Media Ownership Consultation Response

Equity is the trade union representing 37,000 actors, singers, dancers, directors, designers and other performers working in the UK. Our comments therefore will focus on how the proposals outlined in the above consultation paper according to how are likely to effect our members' ability to work.

We note that the paper proposes removing the London licences/15% audience share limit requirements. This will inevitably pave the way for a single ITV company. If these changes will mean that ITV, as a channel, will be better equipped to compete in an increasingly difficult market, we welcome this move. By ensuring that ITV will be a strong channel in the digital arena, public service broadcasting commitments to drama, children's and entertainment programmes can continue, alongside a requirement for high quality, original programming.

However, we would wish to see that steps are taken to protect regional programmes in light of any merger. Current mergers have not convinced Equity that ITV broadcasters have proven the ability to protect regional production and responsibilities. We would therefore recommend that any mergers improve and reinforce regional commitments to ensure that regionality on ITV is sufficiently protected.

Yours sincerely

Ian McGarry
General Secretary