



## **CHILDREN'S MEDIA FOUNDATION (CMF) ISSUES STATEMENT ON GOVERNMENT WHITE PAPER ON THE FUTURE OF THE BBC**

**Thursday, 12<sup>th</sup> May 2016** – Today's government White Paper on the Future of the BBC proposes a pilot contestable fund for public service content, with particular reference to programming for the children's audience. The Children's Media Foundation welcomes the Secretary of State's plans to introduce a pilot fund using money not taken from the current Licence Fee settlement. The additional money provided will stimulate the children's production sector to create more content for children and young people, replacing public service content lost in recent years.

The proposals also provide an opportunity to examine the practicalities of administering such a content fund, as proposed by CMF in our response to the government consultation. Given the source of the pilot funding, it will be important to consider the long-term future of such a fund and how sources of funding other than the Licence Fee can be brought into play in the future.

On a broader level the CMF continues to support an independent BBC and we remain concerned at any structural proposals which threaten that independence. Equally we would be concerned at over-emphasis on "distinctiveness" against other measures of success. What matters to us is that BBC Children's is empowered to continue to provide a wide range of services, both linear and interactive, on the appropriate platforms, across all genres, including education and entertainment, and aimed at the widest possible range of audiences.

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### NOTES:

The Children's Media Foundation is a not-for-profit organisation dedicated to ensuring UK kids have the best possible media choices, on all platforms and at all ages. Made up of a network of respected, experienced professionals from across the children's media industry, the CMF initiates and supports campaigns to improve funding and regulation, and informs policy-makers, the press and parents about the issues in the children's media landscape.

The CMF aims to draw together industry, audience, research and policy with a view to ensuring diversity and choice in UK kids' media. Initiatives include the Children's Media [www.thechildrensmediafoundation.org](http://www.thechildrensmediafoundation.org)

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Yearbook – an annual review of the development, creation, distribution and regulation of kids' content and a snapshot of the issues, news and trends affecting the industry – and the Parent Portal – a web resource allowing concerned parents to digest and consider the most current research into the key issues of concern around children and the affects of media on them.

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