



CHILDREN'S MEDIA FOUNDATION (CMF) ISSUES STATEMENT ON OFCOM'S STATEMENT OF MEDIA CONTENT POLICY ON CHANNEL 4'S PROVISION OF KIDS' CONTENT

Tuesday 10th May 2016 - The Children's Media Foundation welcomes Ofcom's response to Channel 4's Statement of Media Content Policy which reveals their inadequate provision to serve the 10-14 audience, which the broadcaster accepted as its responsibility when its Licence was renewed in 2014. After many questions asked by the CMF in numerous consultations and meetings, Ofcom has censured Channel 4 for failing to serve this crucial audience which is underserved by all the British Public Service Broadcasters.

It remains to be seen what Channel 4 will come up with as a solution to the clear questions asked by Ofcom, in this critical element of their review of Channel 4's content plans.

Ofcom has highlighted areas where it believes Channel 4 should place greater emphasis. The primary area is Channel 4's approach to providing content that appeals to older children.

The media regulator has acknowledged that this an area where the market delivers little, and it remains an area of concern among many stakeholders.

The CMF supports Ofcom in its demands that Channel 4:

- provides evidence in next year's Statement of the impact its strategy is having among older children, beyond simply viewing figures

and

- considers how it could play a greater role in providing older children with an alternative, distinct voice to the output provided by the BBC.

Ofcom has stated "We would welcome an update on its plans in this area in the autumn, and expect to see the result of its considerations clearly set out in next year's Statement".

The CMF considers this a major step forward and is pleased to have been part of the lobbying process which brought this to the attention of the regulator and highlighted the importance of this under-served audience to them.

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For further information: Valerie Taylor, Valerie@valerie-taylor.co.uk, 07889 666594

www.thechildrensmediafoundation.org

The Children's Media Foundation is a not-for-profit company limited by guarantee.
Company number 497733, Registered address: 3 Liberia Road, London N5 1JP



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 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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