



CHILDREN'S MEDIA FOUNDATION (CMF) ISSUES STATEMENT ON SKY'S ANNOUNCEMENT TO MOVE INTO ORIGINAL CHILDREN'S PRODUCTION

Anna Home, Chair of the CMF said today; *“The Children’s Media Foundation (CMF) welcomes Sky’s announcement that it is commissioning original UK children’s content. Indeed, we welcome any additional commissioning of content from UK producers but particularly fully funded content, which has a British perspective. It is too early to see to what extent Sky intend to fund programming and whether producers will still be required to find additional funding from elsewhere but this is certainly a step in the right direction.”*

Ends

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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 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.

www.thechildrensmediafoundation.org

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