



3 Liberia Road
London N5 1JP

29th November 2016

Paul Dunthorne
Chief Operating Officer
Channel Five
17 -29 Hawley Crescent
London NW1 8TT

Dear Mr Dunthorne

We write as two organisations supporting the production of original, UK content for children.

We have noted Channel Five's recent very successful results and wonder whether, in the light of these, it might be an appropriate time for the company to invest in some new content for the Milkshake block.

While we appreciate the relationship with Viacom is valuable, commissioning of original UK content at Nickelodeon UK has not been extensive.

Milkshake is a popular and valued service but is dominated by repeat series of animation some of which have been around a long time. Of course the children's audience re-generates constantly, and children enjoy seeing familiar material, but there is still a need for new content that might reflect the world they see around them – particularly live-action programmes, which prove extremely successful in the mix of content on Milkshake's main competitor, CBeebies.

It has been highlighted by Ofcom in its annual review of children's services that there has been a steady decline in investment in original UK content for kids in recent years across all PSB channels. We argue that, in the interests of both the audience and the UK production industry, this decline must be addressed. Increasing investment in children's content could also be of considerable advantage to Channel Five as a broadcaster through building audience loyalty.

We suggest that this is an appropriate and advantageous time for Channel Five to commission some new, original UK-oriented content, particularly in the context of the recent appointment of the highly respected Sarah Muller as Head of Children's Programmes.

We hope you will consider these suggestions carefully and look forward to your comments.

Yours sincerely

Anna Home OBE
Chair, The Children's Media Foundation

Anne Wood CBE
Trustee, Save Kids Content UK