



## **Children's Media Foundation Statement on DDCMS Announcement on the Public Service Broadcasting Content Contestable Fund - 30.12.17**

### **10 Year campaign results in fund for children's content commissioning**

Following today's announcement by the Department of Digital, Culture, Media and Sport, Anna Home OBE, Chair of the Children's Media Foundation (CMF) said: "The Children's Media Foundation welcomes the confirmation that the new Contestable Content Fund will focus on the children's audience. It's a much-needed stimulus for the UK's children's media makers and we hope it will bring new and exciting content for children of all ages that could not otherwise have been commissioned."

The Children's Media Foundation first proposed a specialised fund for children's content in 2007, when the organisation was known as Save Kids TV. It is a policy the CMF has been pursuing for the last ten years as a means of reversing the market failure in the commissioning of children's content produced in the UK for British children.

CMF Director, Greg Childs said: "This is a vindication of all the hard work of CMF volunteers and supporters, campaigning and lobbying over 10 years to persuade politicians and policy makers first that there was a significant problem in the supply of UK-content for UK-kids, and then that there could be a practical and workable solution."

The CMF aspirations for the fund are that it should focus on stimulating content set in Britain so that children can hear their own voices and experience their own stories. It should also be aimed at the under-served audiences amongst the young, including the 10+ audience.

Today's announcement, coupled with the recent tax breaks for children's animation and children's programmes, and the potential regulation of ITV, Channel 4 and Channel 5 by Ofcom to commission and carry more content for children, under the new powers granted to them in the amendment to the Digital Economy Act proposed by Baroness Benjamin in late 2017, mark a positive turning point in the UK's children's production landscape.

But the CMF warns that there is much work to be done on finalising the fund proposals, including its criteria and how it will be operated - all of which will be decided in the next 6 months. The Foundation has committed to keep watch on how these plans progress so that the fund is set up and operated to the advantage of the UK children's and youth audience.

[www.thechildrensmediafoundation.org](http://www.thechildrensmediafoundation.org)

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Company number 497733, Registered address: 3 Liberia Road, London N5 1JP



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For further information: Valerie Taylor, [valerie@valerie-taylor.co.uk](mailto:valerie@valerie-taylor.co.uk), 07889 666594

#### 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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