



Children's Media Foundation Statement on OFCOM's Children's Content Review Update

Thursday 26th July 2018 - Statement from Anna Home, Chair and Founder Patron of the CMF:

"The Children's Media Foundation (CMF) welcomes Ofcom's comprehensive review of the problems facing children's television in the UK. Its three key recommendations (listed below) fall into line with our own analysis of the current deficiencies in children's content across the PSB broadcasters.

- A) Lack of original high quality programmes for older children across all programme genres
- B) Limited range of children's programmes that help children to understand the world around them
- C) Limited range of original, high-quality children's programmes that allow children to see their lives in the UK played out on screen.

We are, however, disappointed that no action has been taken to develop a system of quotas using the powers granted to them in the Digital Economy Act in late 2017.

We appreciate the position taken by Ofcom to encourage PSB's to create content that children can access online, as so much of their viewing is now in VoD services of different types, and we understand the difficulties they face in formally regulating this content. But this should not be used as an excuse to walk away from the powers given to them under the Act. The months it will take to formulate and review new policies at the PSBs is yet another delay in this long running saga, a delay which is good for neither the audience nor the industry.

The CMF encourages Channel 4, Channel 5 and ITV to embrace Ofcom's recommendations which are backed by research. They should increase their commissioning of kids' and youth content and ensure appropriate and clearly signposted access to it online.

We also hope they will embrace with enthusiasm the imminent launch of the Public Service Content Contestable Fund which the DCMS has committed entirely to the children's and youth audience.

Swift and decisive action on the part of the PSBs on new commissioning, provided on free outlets, working hand-in-hand with the additional government funding, will not only ensure they build audience loyalty for the future but provide the UK content industries with welcome relief and the audience of older children and young people exciting new content that will help them stay connected to the society and culture in which they live."

-Ends-

www.thechildrensmediafoundation.org

The Children's Media Foundation is a not-for-profit company limited by guarantee.
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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.

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