

16 April 2007



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Dear Alison

**SMG plc**  
**Service Licence Public Consultation**

SMG is the holder of the two regional Channel 3 licensees in Scotland which are branded "STV" as opposed to "ITV" in England and Wales.

SMG has had the opportunity to read and concur with ITV's submission to this Consultation, but wishes to make a reinforcing point around production from the Nations, in particular with reference to Questions 9 and 10 of the Consultation.

Questions 9 and 10 ask:

**Do the Conditions listed in section 5 of each Service Licence reflect the types of output which are most important to that service?**

**Having regard to recent actual output in these areas, does the level of these Conditions appear appropriate?**

Two of the key public purposes of the BBC are

- Stimulating creativity and cultural excellence;
- Representing the UK, its nations, regions and communities

SMG Television Limited  
Registered in Scotland  
No 166604  
Registered Office  
Pacific Quay  
Glasgow G51 1PQ

An SMG business

All purposes are to be supported by Purpose Remits intended to be "appropriately inspirational". To that end, SMG considers it would be appropriate for conditions listed within the Service Licences of the PSB terrestrial channel, BBC1, to contain specific references to meeting the regulatory aspirations of both the WoCC and the BBC publicised target of increasing network production from the Nations. Both initiatives are aimed at promoting the dispersal of network production in the public interest of diversity and stimulation of creativity. Firstly, the WoCC is to open up competition for 25% of its total programme needs (representing around £250m), and a stated aim was to direct its funding in large part at production from the Nations. Secondly, the BBC has a target of increasing network production from the Nations by 2012 from a level of 11% to 17% . Transparency over the operation and progress of these two initiatives is key if they are to be monitored and bear fruit, and it would seem appropriate to include a concrete reference to them within the relevant Service Licence.

I trust this is a comment which can be taken into account. We do **not** require this letter to be kept confidential.

Yours sincerely

A handwritten signature in black ink, appearing to read 'DA Archer', written in a cursive style.

David Archer  
Acting Chief Executive  
SMG Television

Cc: Ann Barstow, Purpose Remits Public Consultation, BBC Trust Unit, Room 211,  
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