

Consultation response form

Please complete this form in full and return via email to annualplan2018@ofcom.org.uk or by post to:

Annual Plan Team, SITE
Ofcom
Riverside House
2A Southwark Bridge Road
London SE1 9HA

Consultation title	Proposed Annual Plan 2018/19
Full name	Helen Lewington
Contact phone number	██████████
Representing (delete as appropriate)	Organisation
Organisation name	Mediawatch - UK
Email address	██████████
We will keep your contact number and email address confidential. Are there any additional details you want to keep confidential? (delete as appropriate)	Nothing
For confidential responses, can Ofcom publish a reference to the contents of your response?	n/a

Your response

Do you have any comments on our proposals?	<p>The Mediawatch-uk response involves feedback on two of the three long-term goals highlighted by Ofcom in its proposed annual plan for 2018/19:</p> <ul style="list-style-type: none"> • Secure standards and improve quality • Protect consumers from harm <p>1) Secure standards and improve quality</p> <p><i>MWUK response:</i> We welcome the review of children's content to better understand the quantity, range and quality available to children in light of the growing number of sources of content and changing habits of consumption (3.19)</p>
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	<p>2) Protect consumers from harm</p> <p>5.21 Enforcing programme standards</p> <p><i>MWUK response:</i> We would like to see Ofcom outlining steps to address findings in its recent report <i>Children and Parents: media use and attitudes</i>, that the numbers of parents concerned by what their child has seen on pre-watershed TV is rising as part of the annual plan 2018/2019.</p> <p>In addition, we would recommend that Ofcom takes steps to explore reasons behind the low engagement of viewers with the broadcasting complaints process in response to offensive material, as shown in its report <i>UK audience attitudes towards broadcast media 2017</i>.</p> <p>Work plan 2018/2019 Project details (p.27) Audience protection and assurance: We will consider whether there is a need to further develop the regulatory framework to protect audiences from harmful content and to promote safety and assurance in an online environment.</p> <p><i>MWUK response:</i> We would request that Mediawatch-UK, and other organisations who seek to represent the citizen interest with regard to audience protection and assurance, meet every six-months with Ofcom, and are invited to contribute to future discussions around developing the regulatory framework.</p>

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