



Cristina Nicolotti Squires / Vikki Cook  
Broadcast and Media Policy  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London  
SE1 9HA

1 October 2024

Dear Vikki and Cristina,

As you are aware, Channel 4 is supportive of Ofcom's proposal to increase the Made Outside England hours and spend quotas to 12%, taking effect from 2030. We consider this to be a challenging but achievable change to our licence, which will provide some additional certainty for the sector in Scotland, Wales, and Northern Ireland.

We have taken account of the concerns expressed by the production industry in Scotland, Wales and Northern Ireland that these proposals do not go far enough. We have therefore given further consideration to how, and by when, we might deliver an increased Made Outside England quota.

As set out in further evidence provided by Channel 4 to Ofcom, the proportion of our current forecast spend outside of England is likely to remain at [X]% over the next three years. Our plans beyond that are currently much less certain, but Channel 4 will strive to achieve 12% hours and spend by 2028. However, we strongly believe that this should not be formally written into the licence given the uncertainty and the significant changes that Channel 4 is making to its commissioning approach as part of our transition to becoming a digital first public service streamer as discussed frequently with Ofcom.

We are mindful that Ofcom will expect to see meaningful progress from Channel 4 over the coming years and we will commit to providing Ofcom with the information it requires to monitor and publicly report on Channel 4's progress towards delivering this target via Ofcom's annual report on Channel 4's Statement of Media Content Policy ("SMCP").

In addition to growing our commissioning in the UK nations, the next few years will see us continue to build on and develop our wider 4 All the UK strategy, reinforcing Channel 4's commitment to increasing its impact, support for, representation of and footprint across the UK. The next phase of this will be announced very shortly. We will also maintain and strengthen our collaborative partnerships with key industry stakeholders, such as the national screen agencies, in support of our joint mission to grow sustainable production across the whole of the UK.

Your sincerely

A handwritten signature in blue ink, appearing to read 'Ian Katz'.

Ian Katz  
Chief Content Officer