

Your response

Question	Your response
Do you have any comments on our proposals?	See below.

Please complete this form in full and return to planofwork@ofcom.org.uk.



Proposed Annual Plan 2021/22
Submission by MG ALBA
5 February 2021

MG ALBA is short for Meadhanan Gàidhlig Alba (Gaelic Media Scotland) and is the operating name of Seirbheis nam Meadhanan Gàidhlig or Gaelic Media Service.

Section 208 Communications Act 2003 requires MG ALBA to secure that a wide and diverse range of high quality programmes in Gaelic are broadcast or otherwise transmitted so as to be available to persons in Scotland.

MG ALBA fulfils this remit through **BBC ALBA** (the Gaelic language television channel) which it operates and funds in partnership with the BBC. BBC ALBA is the first partnership television service to operate under a BBC licence. The channel is broadcast in Scotland on Freeview channel 7 and throughout the UK on Sky and Virgin Media.

BBC ALBA fulfils the UK Government's commitment to Gaelic television under Article 11 of the European Charter for Regional or Minority Languages.

MG ALBA Response

MG ALBA welcomes Ofcom's consultation on its Annual Plan for 2021-22 and its commitment to support the UK's vibrant media sector, including public service broadcasting.

Throughout the Covid pandemic BBC ALBA has played an essential role ensuring that audiences are able to identify themselves and their communities on screen, and can access content that has helped educate, inform, support and entertain them. The importance of high-quality content and prominence has been amplified throughout this pandemic and ensuring this is strengthened should be a key element of the Covid recovery by public service media providers.

1. MG ALBA asks Ofcom to reflect on the important role indigenous minority language media plays within public service media provision within the UK and encourages Ofcom to support indigenous media service providers and the BBC to plan strategically for the very real challenges facing those services in a ferociously competitive media domain. This could include minimum service level provision and securing prominence in the online domain.
2. Indigenous minority language services in the UK provide an essential service to users of those languages. They also provide valuable content to significant numbers of viewers and media consumers across the UK who access programmes through English language translation subtitles and/or through their visually or musically rich content. Those services contribute significantly to cultural and linguistic diversity within the UK as well as to economic growth and media entrepreneurship outside urban centres. MG ALBA asks Ofcom to consider establishing metrics for indigenous minority language services that recognise the unique value they create.
3. MG ALBA would ask Ofcom in its review of the BBC, ahead of the Government's mid-term review of the charter, to ensure that indigenous minority language provision is adequately and equitably provided for.