

Consultation response form

Your response

Question	Your response
<p>Question 1: Do you have any comments on Ofcom's proposed Plan of Work 2023/24?</p>	<p><i>Is this response confidential? – Y/ N (delete as appropriate)</i></p> <p>MG ALBA welcomes the opportunity to respond to Ofcom's Plan of Work 2023/24.</p> <p>MG ALBA understands the challenges that face Ofcom in its role as a converged communications regulator. The changes to the media sector where audiences viewing and engagement habits have altered beyond recognition as digital has transformed options for consuming media and is setting challenges on how we ensure public service broadcasting is placed within the digital domain.</p> <p>Internet we can rely on – fast and reliable connections and services for everyone, everywhere.</p> <p>MG ALBA welcomes the prioritisation of internet that we can rely on. The communities we serve are reliant on secure and stable internet and broadband connections in order to live their daily lives, including accessing media communications and content. We welcome the focus on ensuring that services are secure and resilient in relation to cyber security, an increasing threat to all operators in the digital domain. The understanding of affordability is paramount as our audiences' base is across all communities of Scotland, and the UK, and we must ensure equity of access to minority language media services.</p> <p>Media we trust and value – media and news from across the UK watched by audiences.</p> <p>The fierce nature of competition and the impact of evolving business models, new technologies and changing audience behaviour</p>

is being felt by all media providers, however Gaelic media is uniquely impacted with limited support to ensure that it can transition effectively in this evolving digital media landscape. We welcome the focus on the audience, with an understanding that they have the right to see themselves and their lives reflected on screen. The importance of ensuring a plurality in media content for the next generation is welcomed and must ensure that this is truly for all audiences.

We live a safer life online

MG ALBA supports the need to regulate online services to ensure that audiences can consume media content in safety.

MG ALBA would ask that Ofcom include within its plan of work a commitment to ensuring that the future of Gaelic language PSB media service is secured, with parity of esteem with other minority language service media, as they are navigating the digital journey which is facilitating unquantifiable change within the global media landscape.

Gaelic audiences deserve the security of knowing that their media service is as important as any other PSB service in the United Kingdom.