Your response

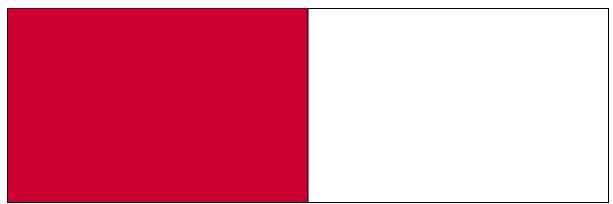| Question	Your response
Question 1: Do you agree with Ofcom's provisional assessment and the proposal to reduce the original productions quota (condition 2.32) on CBBC from 72% of all hours to 66% for each of the calendar years 2022 and 2023, and 68% for calendar year 2024 and for each subsequent calendar year? If not, please explain why, providing appropriate supporting evidence where possible.	*Is this response confidential? – N (delete as appropriate)* **Three Stones Media does not agree with the provisional assessment.** We have been a longterm contributors to BBC Children's and believe the BBC's request is confusing, unclear and poorly conceived. Their request also suggests a lack of understanding of the market failure being experienced in the UK's Children's sector right now. It is not clear how the BBC is anticipating extra costs in animation production given that the projects they refer to are currently only being put out to tender. At a time when children's PSM content is under extreme pressure and in the period following the closure of the Young Audience's Content Fund this is not the moment for Ofcom to be considering incremental shifts in the BBC's position. Changes to the rules governing BBC Children's should be made in the context of a bigger picture debate about the state of children's media. The BBC's request will involve the audience seeing less of themselves on screen with less UK made content featuring UK young people. Given the shift of BBC Children's Production into BBC Studios if there is a requirement for more production funds then BBC Children's should be asking for a greater contribution from Studios funds rather than adjustments to their broadcast requirements. The children's media business is currently on the verge of complete collapse and the BBC should be seeking to support the UK sector in a multitude of ways rather than investing in unrealisable animated ambitions.

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