

Introduction

Ofcom invited comments on measuring media plurality¹, following a request to consider this area by the Secretary of State Jeremy Hunt².

The Invitation to Comment closed on Friday 18th November 2011.

Responses from online campaign groups

Avaaz

Avaaz ran an online campaign with a stated aim to "flood Ofcom's public consultation with [a] demand for a 20% cap on media ownership".

Avaaz created an online template for individuals to submit a message into Ofcom's plurality inbox. We have received over 15,000 responses, which (almost without exception) followed the template.

In summary:

To safeguard media plurality, please ensure that no person or corporation is allowed to own 20% or more of any branch of our media.

This is the only way to ensure that media moguls never again develop a stranglehold on our politicians who then allow them to trample our laws and our privacy.

38 degrees

38 Degrees ran a similar campaign to Avaaz. They also provided a template for individuals to submit responses. We have received over 30,000 responses from 38 Degrees and from our initial inspection, the vast majority of these followed the template. A small number added further information that we are considering.

For example:

Re- consultation on measuring media plurality

I am calling for:

no single person or corporation to be able to own more than 20% of the UK's newspapers, radio and TV stations

details of any meetings between media corporations, government bodies and politicians to be made public

The BBC is a public institution and should not be treated in the same way as commercial broadcasters.

¹ <http://stakeholders.ofcom.org.uk/consultations/measuring-plurality/>

² http://www.culture.gov.uk/images/publications/CMS_188245_Ensuring_Meda_Plurality.pdf