

*"Working for quality
and diversity in
British broadcasting"*



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Press Release

A week before the publication of Lord (Stephen) Carter's final Digital Britain Report, Voice of the Listener & Viewer publishes the findings of a survey carried out for VLV by the online opinion research company YouGovStone.

Though half (52%) of opinion leaders (the 'influentials') working in the media say that the quality of television has declined, four out of five (84%) still say that television is important to them.

The YouGovStone poll reveals that these 'influentials' would be ready to pay more (£159.84) than the present Licence Fee (£142.50) for all BBC services. However other research from YouGov suggests that the public at large would like to pay less than half (£63.22) the present Licence Fee.

Asked how they value the contribution of Public Service Broadcasting to the UK now and in the future, 71% of 'influentials' agree that television is one of the best things that Britain does, and 84% agree that it is long term commitment to PSB that has made British television amongst the best in the world.

These YouGovStone research findings will be discussed tonight in ***The Big Broadcasting Debate***, with panellists **Peter Bazalgette, David Elstein and Nick Ross** in a joint event between Voice of the Listener & Viewer and The Media Society, at One Alfred Place, London, WC1 at 6.30pm.

(ends)

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