

"Working for quality
and diversity in
British broadcasting"



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Press Release
Immediate

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UK PROGRAMME PRODUCTION - SECURING ITS FUTURE

Monday, 17th October 2011, 6.30pm – 8.30pm (*Registration 6pm*)
Venue: 1 Whitehall Place, London SW1.

Home produced programmes are greatly appreciated by UK viewers, and by government for the revenue generated by their international sales. But how secure is their future? Are cutbacks by the established broadcasters balanced by increased commissioning from the newer satellite companies? And how will the range and mix of programmes be affected?

This autumn the BBC announces how it will cope with a projected 20% cut in its budget. ITV, Channel 4, and Channel 5 – the broadcasters with public service commitments – are all dependent on advertising, which is certain to be hit at a time of recession. Up to now the satellite broadcasters have relied primarily on international – mainly American – programming, although they have recently announced increases in their UK commissions. So how far will UK programme production, which in the past has won both international reputation and revenue, be sustainable in the future?

A VLV Seminar, to be held at the National Liberal Club on Monday 17th October from 6.30pm to 8.30pm, will discuss these issues.

The speakers will be:

David Liddiment, BBC Trustee and Creative Director, All3Media;
Dan Brooke, Director of Marketing and Communications, Channel 4;
Adam Minns, Executive Director, COBA (The Commercial Broadcasters Association);
Steven Barnett, Professor of Communications, University of Westminster.

Chair:

Steve Hewlett, TV Journalist and consultant, and presenter
of BBC Radio 4's *Media Show*.

Tickets: Corporate £25; Organisations/Academics £20; Students £5 (including tea/coffee/biscuits)

More events are being planned in other places please watch our website for further news at www.vlv.org.uk

Further details and tickets contact: Linda Forbes on 01474 338 711 or 01474 338 716 or email Linda.Forbes@vlv.org.uk