

Russell Richardson

From: Keith Doyle [REDACTED]
Sent: Wednesday, April 09, 2014 10:47 AM
To: Consultations
Subject: Call for Inputs Re: Future Local TV Broadcasting

Hi

It would seem to me that insisting on 5 possible different Local TV services in such a small market would be rather unnecessary, and amongst many negatives would actually reduce the ability of the providers to charge top-dollar from potential advertisers as the reach for their product would be diluted (Imagine 5 different newscasts at 6pm!)

Perhaps it would make more sense to **reward** local content providers(as opposed to enforce or charge) by way of reduced licence fees should they produce local content?

I do feel it would be unfair to give any Licensee the rights to sell TV services as a greater advantage to any other by way of enforcing 1 licensee to provide self-produced content whilst another does not have to. Equally it would seem harsh to enforce a new licensee to go to the expense of constructing production studios, etc on a product that may quite easily fail. (again, it is such a small market in Cayman, the risks are extreme).

I certainly think it would have a detrimental effect to the national landscape should local content provision (especially news) be **removed** as a requirement for TV Service provision. The Cayman 27 news programs (including The Panel, etc) are superb examples of positive contribution to the local community broadcasts and any chance of them being removed would have knock-on effects.

Therefore perhaps it makes most sense to:

Require any TV Licencee to provide similar amounts/airtime of local productions as currently imposed on WestStar/Cay 27. (there certainly doesn't seem to be TOO MUCH local production, nor does there seem to be TOO LITTLE, therefore the current obligations seem fit to be continued – why fix what isn't broken?).

If other Licencee's do not wish to produce it themselves, then ask WestStar/Cay 27 to agree a fee (with ICTA/Govt) that they (WestStar) will charge other licensee's to distribute Cay27 shows (etc) on their networks.

Strictly police and stringently penalize any TV Licencee that fails to meet production standards.

It is certainly not right that any Licencee can simply re-broadcast the Govt channel and call that 'local programming'!! UNLESS you allow WestStar to do the same. However then we run the risk of WestStar halting production on local shows.

Of course, another way around this is to sit down with Cay27/WestStar and ask them if they'd be ok with competitors NOT being enforced to carry local production, and by way of reward WestStar are given extreme fee reductions and/or other suitable benefits? I think WestStar would be in very good stead having the only local produced news, and then lower fees.....many customers will not sign up for their competitors if there is no local news.....

This really does seem to be a very simple problem to solve, despite equally having the possibility of becoming a very complicated problem to create!

Good luck with all this!!

Rgds

Keith

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