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From: Boxall, Simon [REDACTED]
Sent: Wednesday, April 09, 2014 10:39 AM
To: Consultations
Subject: Local Content Contribution

Many residents in Cayman do not read newspapers or read information on news websites. Local television content has an important role in keeping politicians accountable and keeping the public informed. Please do not allow big business to remove this important contribution. If you do away with the requirement, you will be doing a significant disservice to the public. Television is a powerful vehicle for news, information and public service announcements. It has helped made Cayman a more informed, open and transparent society. Cayman 27 was not profitable for a very long time. If you do away with the local content provision, **you are likely to lose all local television programming.** Bear in mind that while perhaps most expatriates do not bother watching local television, statistics show that over 50 percent of the local population watch the local news regularly (source Marshall Marketing - Cayman Media Market Profile Report 2013). For a large percentage of these viewers, Cayman 27 is perhaps their only source of local news information and public service announcements etc.

Local content pertains to the culture, history, environment or current affairs of the Cayman Islands. It is more than static webcams. It involves a degree of information content production that makes a broadcast informative, entertaining, or interesting to a reasonable percentage or segment of the residents of the Cayman Islands. A percentage of local content (minimum 5 hours per week) should be newly produced (original) to include current affairs news production, or current affairs analysis, dialogue or discussion.

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