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Cayman Islands

Information and Communications Technology Authority
P.O. Box 2502
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CAYMAN ISLANDS

May 7, 2014

Dear Sir/Madam,

Local TV public input

I write in response to your public consultation program regarding local TV, and list below my input in response to your specific questions.

1. Should each Television Service Licensee be obligated to provide a Local Television service?
Yes. With the ever increasing influence of the world wide “media” we should strive as a community to retain some level of local focus in our media.
2. How should Local Content be defined?
News and cover of local activities.
3. a. Should there be a quality standard as to the Local Content produced?
I don’t feel qualified to comment.

b. In relation to 3. a., if there should, what should that quality standard be?
N/A

c. Who is best placed to assess whether Local Content meets the quality standard?
The ICTA
4. a. How many hours of Local Content per day should each Licensee provide?
Minimum of 2 hours.

b. When should the Local Content be shown?
In prime viewing times, morning and evening.

c. How much of that Local Content should be original?
All, however it could be a simulcast of another TV local program.

5. How should the production and provision of Local Television be funded?
By the TV/Cable provider.
6. Should Licensees be obligated to commission a certain percentage of their Local Content from local producers?
Not necessarily.
7. How should Local Television be provided to customers?
If local TV is important, it should be available to ALL viewers on Island. That, I suppose means both free broadcast and on paid Cable subscriptions.
8. Do you have any other inputs on this topic?
No

Thank you for taking the time to consider my views.

Sincerely,

Vassel G. Johnson Jr. (Bud)