



## A.M.F PARTNERS Ltd.

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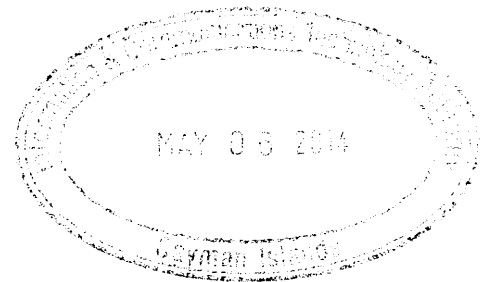
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May 6, 2014

Board of Directors  
Information & Communication Technology Authority  
P.O. Box 2502  
Grand Cayman KY1-1104  
Cayman Islands



Re: Input letter on Local Television Broadcasting in the Cayman Islands

With regards to the ICTA's recent call for input from the public with regards to Local Television Broadcasting in the Cayman Islands, I would like to take this time and submit the views of the Founder of A.M.F. Partners Ltd.

It is my opinion that each Television Service Licensee should be obligated to provide Local Television Service on a channel that can be accessed by the public without them having to pay for it. As we know people need to be made aware of what is happening in their surroundings, but may not be able to afford the luxury to be able to subscribe for it. With that said, I don't feel that there should be one consortium created by the five Television Services Licensee holders to have that one channel serve as the outlet to show the Local content for the amount of hours required per day.

Each entity can provide a free channel and to offset the expense to do so, can monetize or subsidize their cost by airing advertisements, commercials, infomercials and promotions. The licensee can distinguish their local channel by the quality content that is aired on it, be it news, business, religious, education and pertinent information that need to be known. Having separate channels allows individuals to learn how to produce or direct if one so desires. Also it provides jobs for individuals that may need work.

Local content should be defined as content that is filmed, and produced on island, of places, things and events that are happening on the Islands that people may like to see. Examples are: local artist performing at functions, children participating in sports and activities that others need to see.

There should be a certain standard set for the content to be, quality, format and rating.

With regards to the original content and the hours that should be provided, four to five hours per day of original content to begin with.

The local content should be provided by Local producers licensed and operating on the island, which again will provide work and an outlet for their work.

Companies playing their advertisements over and over or looping them should not be accepted or considered original material to fulfill the four or five hours required.

Finally, having local content being provided by Local producers will help individuals who are interested in entering the film industry, have an avenue and it will grow the Local market that eventually, we can have a Cayman Film Festival.

I have been producing and airing local content on Westar and I feel that they should not be the only game in town because, they can set the prices to be charged and monopolize the market as they feel.

I know that with the other players entering the cable market it causes their market share to dwindle, but that is the price we all pay when competition comes in.

I thank you for giving me the opportunity to give my input on such an important topic and decision.

Regards,

A handwritten signature in black ink, appearing to read 'R. Forbes'.

Ricardo Forbes, MBA  
Founder