

**Danny Cohen** – email response

Danny Cohen, formerly Director of Television for the BBC.

I support the BBC's position that paying the full current cost of licence fees for Over-75's will have a deleterious impact on the BBC's creative output and its ability to inform, educate and entertain to the standards and depth that the public expects.

It is hard to over-estimate how much the broadcasting and content landscape has changed over recent years. The entry of the 'tech giants' with the deepest pockets in the history of content creation provides a challenge to national broadcasters that is immense even before any cut to the BBC's income. Competition for the very best talent, whether it be writers, actors, or directors is increasingly intense and it's already very challenging for the BBC to compete in this new global landscape.

If you believe in strong public service broadcasting - and indeed strong national broadcasting it's vital to support the institution that delivers it rather than impose further cuts through the Over-75's commitment.

If stakeholders and licence-fee payers want the BBC to continue to be the best at what it does and deliver a broad range of high-quality programmes it would be a serious error to reduce its capacity to compete for talent and audiences at this time.

It's my view that another solution should be found, whether it be means-testing or the government taking back an economic responsibility they should never have foisted on the BBC in the first place.