

## **SHOOTING SHARK PRODUCTIONS.**

Response from Simon Crosse - Owner

1. Simply put, the more choice availability the better for the consumer, but I would like to answer this question from an industry perspective.

As an owner of an independent production company I fully support the expansion of 5 live Sports Extra as a platform to showcase sports material outside of live sport.

The reasons for this are that it will give the chance of a boost to the independent sector in a number of ways. There would be a platform for our material to be heard by more people, and there is the hope that, in the future, there will be additional budget to support the independent sector. By this I mean the chance to evolve the channel to a place where it is commissioning content, but in the short term allow us to provide added value on existing content. For example, if we have done a half hour programme for 5 live, could we do a longer version with additional content for Sports Extra? Could there be a small additional fee for delivery of a second longer edit?

These are small steps, but steps in the right direction nonetheless.

And the benefit? Jobs. Expansion means we would employ more people, use more freelancers.

2. This is a short answer, to a big question. We think that there are sports we could be showcasing and subjects we could be covering that do not fit into the linear structure of a network schedule. Audiences are diversifying and want many different things. Choice is good. Furthermore, as stated, it's the chance to have our material heard by a wider audience.

And of course, consumption of audio is changing and evolving so it's right and proper that these changes are made.

3. Clearly there is competition with other networks, but the proposal does not in my view show any sign that it will compete on similar content. It will be sports content but different from what is on offer elsewhere. Therefore it is offering choice, rather than two versions of the same thing.

4. I would expect that every effort will be made to make this channel distinctive to other commercial offerings.

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We provide many hours of content for Sports Extra and find it frustrating that we pick up from a loop or hand off to a loop. I personally was on an industry panel podcast where I made the point that Sports extra may be the only channel in the world that actually tells people to switch it off and leave!

It is good that this proposal could lead to this being a 'proper' and exciting channel. The offering could be very special and distinctive to anything else on offer.

We would hope that the proposal is successful and that expansion will lead to the hopes we have that better choice better serves the public, and adds fuel to the independent sector.