



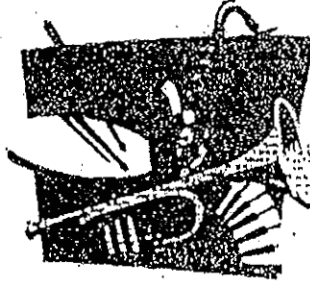
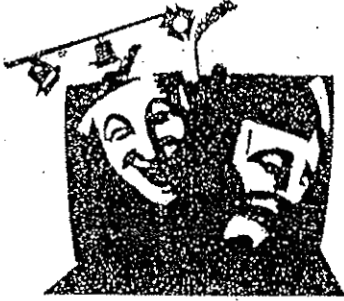
THE SCOTTISH OFFICE

Education and Industry Department

DCMS FOI Case 84281

Arts and Cultural
Heritage Division
Victoria Quay
Edinburgh EH6 6QQ

Telephone: [REDACTED]
Fax: [REDACTED]



Fax Message

Date: 20 Feb 98

Fax No: [REDACTED]

To: [REDACTED]
CC: [REDACTED]

From: [REDACTED]

Supplementary Message

Review of listed events

Copies of responses

No of Pages (Excluding this page) 21

TELEPHONE: [REDACTED]
FAX: [REDACTED]
SECRETARY
[REDACTED]



ROYAL AND ANCIENT GOLF CLUB
OF ST. ANDREWS, FIFE.
KY16 9JD

Ref. G.46

18th February 1998

[REDACTED] 20/2/98
The Scottish Office,
Education and Industry Department,
Victoria Quay,
EDINBURGH
EH6 6QQ

Dear [REDACTED]

Re: Review of Listed Events under Part IV of the Broadcasting Act 1996

Thank you for your letter of 3rd February, regarding the Listed Events.

Not only have we written directly to the Department for Culture, Media and Sport in reply to their letter, but we have also, together with the other Sports' Governing Bodies, submitted a joint response through the CCPR. I enclose a note of the reasons why we do not feel the Open Championship should be a listed event.

I am sure you are aware that the R&A does not keep the money which it makes from the Open Championship, but puts it back into the development of golf. This includes grants to golf clubs to build new facilities and improve existing ones, grants to the Scottish Golf Union and to the Scottish Ladies' Golf Association for administration and coaching, golf bursaries for students at Scottish Universities, the establishment and running of a golf museum in St. Andrews and other grants to assist other local sporting clubs and individuals not connected with golf. In total, since 1990, in Scotland alone, we have provided grants for coaching, administration and improved facilities of £2,472,000 and interest-free loans of £3,919,000.

You will appreciate from these figures how much Scottish golf and tourism benefits from the TV income we receive from the Open Championship. It is therefore very important that we continue to be able to have competitive tendering for the television rights.

We hope you will feel able to support our argument that the Open should not be a listed event.

Yours sincerely,

[REDACTED]

MFB/CC

The current contract with the BBC is for the 1997 to 2001 events, and grants exclusive television rights to the BBC. Nonetheless the R&A need to retain the discretion post-2001 to licence exclusive live coverage to a specialist satellite sports channel such as BSkyB to ensure full live coverage. Under the current BBC contract the BBC is not required to produce a signal for all of the play. There is no signal automatically available on days 1 and 2 before 10.00 hours. As regards actual live broadcast, the BBC did not start in 1997 until 10.30 hours on the first two days and until 13.10 hours on Saturday and 13.05 hours on Sunday. Morning coverage would be undertaken by a specialist satellite sports channel, which coverage would have commercial value to the R&A in South East Asia and Australia particularly.

2. Impact of listing in reducing the sports income

It is accepted wisdom that listing reduces the value of rights. The rights fees commanded by licensing to two broadcasters on a non-exclusive basis does not come close to the value of licensing one broadcaster on an exclusive basis, as evidenced by the approximately four fold increase in 1997 (exclusive BBC) to 1996 (non-exclusive BBC and Sky). This would deprive the R&A of essential revenue streams which would mean fewer funds for investment at all levels in coaching, facilities, and courses. For example in 1996 the R&A invested £2.5m in worldwide sports projects. This significantly exceeds the requirement for no less than 6% of re-investment into sport from the sale of broadcast rights under the CCPR Voluntary Code of Conduct.

3. The likely impact of listing on the broadcasting market

This is tied in with point 2 above about reduction of income. Without the spur of the possibility of a licence to a satellite/cable channel the BBC would not pay the current level of rights fees. To list the event would tilt the balance unfairly against the rights owner. Indeed our experience of the television market in for example Australia provides evidence that listing gives too much power to the free-to-air broadcasters to the disadvantage of rights owners.

4. Availability of highlights/delayed coverage/radio

Under the current licence to the BBC, the event is available to all viewers by means of live or highlights delayed coverage. So there is no need for this event to be listed since access is guaranteed at present at least until after the 2001 event. In any case if the R&A were in the future to consider licensing, for example, exclusive live coverage to a satellite subscription broadcaster, then as signatories to the CCPR Voluntary Code of Conduct, same day delayed highlights would be made available to a free-to-air broadcaster notwithstanding the grant of the primary rights to a satellite subscription broadcaster. This together with the Code of Agreement on News Access signed by the BBC, ITN and BSkyB which ensures mutual access to all the key moments in all top sporting occasions, means that a perfectly reasonable balance is struck, to use the words from the BSkyB consultation document "between the efficient operation of the TV rights market and ensuring wider public access to top sporting events. Attaching

compulsory non-exclusivity to the live coverage of any sporting event is to tilt the balance too far in one direction".



SCOTTISH RUGBY UNION plc

OUR REF: IALH/CG

5/7/98

The Scottish Office
Education & Industry Department
Victoria Quay
Edinburgh EH6 6QQ

4 February 1998

Dear [redacted]

REVIEW OF LISTED EVENTS UNDER PART IV OF THE BROADCASTING ACT 1996

I thank you for your letter of 3 February and note all that you write. We are of course fully aware of the discussions which are taking place, I am obliged to you for the information which you provide and I note that you wish comments by Friday 20 February.

Yours sincerely

Secretary

- cc [redacted] + letter of 3.2.98
- [redacted] + letter of 3.2.98
- [redacted] + letter of 3.2.98
- [redacted] + letter of 3.2.98



Independent Television Commission

CD 6/2/98

Mr [REDACTED]
Arts & Cultural Heritage Division
Victorial Quay
Edinburgh
EH6 6QQ

5 February 1998

Dear [REDACTED]

REVIEW OF LISTED EVENTS UNDER PART IV OF THE BROADCASTING ACT 1996

Thank you for your letter of 3rd February 1998.

Colleagues in the ITC appeared, some weeks ago, before the Advisory Group on Listed Events. The purpose was to explain the ITC's role in drawing up and implementing the Code on Sports and Other Listed Events, required by the Broadcasting Act 1996.

Given that the ITC does have regulatory responsibilities in this area and that the ITC's licensees compete against each other for the rights to many of the Listed Events, we are not submitting evidence to the review.

I am, of course, aware that the Scottish FA Cup Final is currently listed. As long as it remains so, the Commission will see that the provisions of the Code are enforced in relation to this event.

Yours sincerely

[REDACTED]
[REDACTED]
[REDACTED]
CONTROLLER (REGIONS)



SCOTTISH CRICKET UNION

Our ref: AR17/RMcA/GB.SO

4 February 1998

sths.

Education and Industry Department
The Scottish Office
Victoria Quay
Edinburgh
EH6 6QQ

Dear [redacted]

REVIEW OF LISTED EVENTS UNDER PART IV OF THE BROADCASTING ACT

Thank you for your letter of 3 February 1998 together with enclosures.

I have nothing to add to the recommendations and listings which I am happy to endorse.

Yours sincerely,

[redacted]
General Manager

Caledonia House, South Oyle, Edinburgh EH12 9DQ

Telephone: 0131-317 7247 Fax: 0131-317 7103 VAT No. 328 7033 58

Hon. Secretary R. W. Barclay ■ Hon. Treasurer J. A. Henderson ■ General Manager A. J. Ritchie ■ Director of Cricket J. D. Love



Our ref: G/4/1 JWB/JPB

Your ref:

Direct dial: [REDACTED]

19 February 1998

24/2/98

[REDACTED]
Scottish Office Education and Industry
Dept
Victoria Quay
EDINBURGH
EH6 6QQ



Dear [REDACTED]

Listed Television Events: Review

Thank you for your letter of 3 February inviting the Council to comment on the current review of listed events. The Scottish Sports Council welcomes the principle that a range of key sporting events should be available for view by the 99% of the British population who watch television regularly, and should not be limited to a section of the 20% who subscribe to cable or satellite.

Sport is a significant part of the national psyche. Our own research has found that a substantial majority of the population consider that success in events such as the Olympic and Commonwealth Games and other major events is important for the nation. This underpinning support for sport reflects the culture and role models at the highest levels of sport in our country. Without this support, Britain's achievements in a remarkably wide range of sports would be impossible. Equally, the participation base from which excellence is derived would not flourish as it does.

Televised sport, available to all, helps to maintain the perception of the importance of sport and the contribution it makes to the quality of life. It acts as a showcase, raising the profile of sport at all levels and among all sections of society, particularly among those who are potential new participants.

From the perspective of the public, it is reasonable to argue that all the people have the right to see those who are representing them in key competitions, especially in the major spectator sports. If key sporting events are only available for view by a minority of the population, the culture of support is undermined. We therefore advocate the retention of events currently listed and addition of the nine being considered in this review.

We welcome evidence that greater competition has improved the quality and quantity of broadcasting of sports events, and recognise that restriction of competition may have an impact on revenue to the governing bodies of sport. However, we take the view that the large audiences for free-to-air coverage are a major attraction to sponsors. More significantly in the long term, the health of these sports is dependent

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Chairman: Graeme M Simmers OBE CA

Chief Executive: Allan Alstead CBE MPhil

on the continuing support which would be eroded by denying the majority of the population the opportunity to view the key events. Lack of exposure to key sporting events exacerbates social exclusion and threatens sports development goals for the next generation.

Many of the events in the current and proposed list are partly dependent on the Lottery Sports Fund. The Lottery's talented athlete programmes are supporting increasing numbers of athletes in many of the sports; some major events are funded by the Lottery; and many of the stadiums where the events are held have benefited from Lottery and Football Trust funding. It is reasonable to suggest that televised events that the public helps to fund through Lottery or Pools coupons should be available for all to view.

The privilege of competition limited to free-to-air channels should arguably be accompanied by responsibilities:

- The review might consider, for example, a commitment for a proportion of the fees from a listed event to benefit the grass roots of that sport. Such a proposal could embrace and extend the provision under the Independent Television Commission's Voluntary Code of Conduct for Sports Events where the governing bodies of sport agree to nominate a minimum of five per cent of broadcasting fees "to the development of their sport".
- Secondly, a package approach to broadcasting might ensure that the listed event is one of a series televised for that sport, including events that would not otherwise have been covered. This would help to address the balance, for example, for some Olympic and Commonwealth Games sports that are scarcely seen on television outwith the four-year cycles.

I hope you find the above helpful and look forward to hearing the result of the review process.

Yours sincerely



Deputy Chief Executive

Scottish Sports Association

The Independent Body representing Sport and Physical Recreation in Scotland.

Your Ref:

Our Ref:

RJA/S/5/11/9801



18th February 1998

[REDACTED]
The Scottish Office
Education and Industry Department
Victoria Quay
Edinburgh, EH6 6QQ

Dear [REDACTED]

Review of Listed Events Under Part 1V of the Broadcasting Act 1996

In response to your letter of 3rd February this Association not only endorse the continuation and retention of the present events but also those additional events under consideration.

There are of course other sports, members of our Association, who whilst not perhaps meeting all of the criteria mentioned in your letter do however have not only a large following in Scotland but also enjoy a successful profile beyond their sport, examples are Women's Hockey, Scottish Cricket, Badminton and Curling to name but four.

We accept that all sports naturally enjoy the support of their own followers but at the same time consider it a duty of the broadcasting media to present a fuller picture than at present where there is a strong tendency to limit viewing time to sports with a historical profile not necessarily shared by the new viewing public. Participation in sport has widened considerably over recent years and this fact is, in our opinion, not fairly reflected in current presentations.

A regular "snippets programme" could go a long way to addressing this current weakness.

Yours in Sport

[REDACTED SIGNATURE]

Patron: Her Majesty The Queen

The Scottish Football Association

6 PARK GARDENS GLASGOW G3 7YF TEL: 0141-332 6372
TELEFAX: 0141-332 7559 TELEX: 778904

Address all correspondence to "The Chief Executive"

Our Ref: 154/WTR/AMC

Your Ref:

9th February, 1998.

9/12/98
[Redacted]
The Scottish Office,
Education & Industry Dept.,
Victoria Quay,
Edinburgh, EH6 6QQ.

Dear [Redacted]

Review of Listed Events Under Part IV of the Broadcasting Act, 1996

I am writing to acknowledge receipt of your letter dated 3rd February, 1998.

As you are aware the Association has made earlier submissions to both the Department of National Heritage and the Department for Culture, Media and Sport and I am enclosing copies for your information. You will see that the Association would prefer that the Scottish Cup Final is not a listed event since a listing reduces the income levels that the Association might otherwise achieve from the broadcast of the event.

The Association has always endeavoured to balance a natural desire to maximise its income levels from the broadcast of the Scottish Cup Final against a wish to promote football to as wide an audience as possible for the general benefit of the game, and it is our view that the matter of balance should lie with the Association.

Yours sincerely,

J. Fairs

CHIEF EXECUTIVE.

Encs.

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Facsimile: 0171-211 6249

From the Secretary of State for National Heritage
THE RT HON CHRIS SMITH MP

James Farry Esq
Chief Executive
Scottish Football Association
8 Park Gardens
Glasgow
G3 7YF

10 July 1997

Dear Mr Farry,

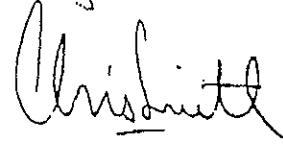
CONSULTATION ON EVENTS LISTED UNDER PART IV OF THE BROADCASTING ACT 1996

I am at present carrying out a review of the list of events under the 1996 Broadcasting Act which must be made available for general free to air broadcast. My intention is to ensure that, as far as possible, everyone has reasonable access to those events which have a major role in our national life. I recognise that subscription broadcasters have made a valuable contribution to increasing and improving the coverage of sport. It is also important to take account of the potential of broadcasting revenues to help develop wider participation and higher performance standards. Some events, however, are a quintessential part of our national life and are important to our sense of common identity. Access to broadcasts of these events should as far as possible be available to everybody.

The list of events should only include those which stand in the first rank of sporting occasions. The review must also consider whether the particular characteristics of an event make listing a suitable response, and must weigh the costs and benefits of listing for the sport concerned and for the viewing public. In order to assess this in an objective and consistent manner, I wish to consider what principles should be applied in deciding the events to be listed. While there has been much discussion of the case for listing particular events, little has been said about the principles which lie behind the listing process. To make the listing more transparent and more robust, it may be helpful to set down the criteria which are applied to determine whether there is a case for listing a particular event.

This is not a simple matter. Some of the issues, and a list of possible criteria, are set out in the attached paper. It would be helpful to know your views, and I should be grateful if you would send your response to the address given at the end of the paper.

Yours sincerely



CHRIS SMITH

BROADCASTING EVENTS OF NATIONAL SIGNIFICANCE

Criteria for identifying events to be listed.

Introduction

Part IV of the Broadcasting Act 1996 provides for the Secretary of State for National Heritage to maintain a list of sporting and other events of national interest. Rights to live broadcasting of events which are so listed cannot be exercised by pay-TV channels, or those which are not generally accessible, (Category B broadcasters) unless those rights have also been acquired by the BBC or channels 3 or 4 (category A broadcasters). The reverse is also true.

The Act seeks to ensure that the opportunity for live coverage of key events is available for broadcast to the widest possible range of viewers. It does not guarantee live coverage of listed events, nor does it prohibit exclusive coverage. But live coverage by a broadcaster in one category would only be permitted if broadcasters in the other category have had a fair and reasonable opportunity to acquire rights.

The Secretary of State may amend the list by adding and/or removing events. He is required to consult the broadcasting regulators and the holders of the rights in question. A review of the current list is currently taking place. As part of this review, the Department of National Heritage is seeking views of interested parties as to whether the Government should set down some key criteria to guide its decisions on listing events; and if so, what those criteria should be.

Background

Part IV of the Broadcasting Act 1996 concerns the broadcasting of sporting and other events of national interest. Two categories of television programme services are defined: Category A, comprising those provided free of charge and with near-universal reach (currently BBC 1 and 2 and channels 3 and 4); and category B, comprising all other services.

A broadcaster providing a service in either category is prohibited from showing live coverage of the whole or any part of a listed event without the previous consent of the Independent Television Commission, unless a broadcaster providing a service in the other category has acquired the right to show live coverage of the same event or the same part of the event. The area served by the second service must be the same or substantially the same as that served by the first service. These rules only apply to rights acquired at a time when an event is listed (and after the commencement of Section 101 of the Act, ie 1 October 1996).

An event may be listed because it is of national interest only in England, Scotland, Wales or Northern Ireland. The Act allows for such events to be listed only in respect of broadcasts to those countries of the UK where there is likely to be high viewer interest.

The ITC has drawn up a code setting out its approach to the statutory requirements.

The EU position

Recently agreed amendments to the European Union "Television without Frontiers" Directive set out rules which are meant to strike the right balance between the aims of guaranteeing public access to broadcasts of major events, respecting the property rights and contractual freedom of event organisers, and ensuring fair competition in broadcasting services across Europe. Under the directive, each Member State will be required to ensure that broadcasters which it licenses do not transmit to another Member State events listed in that Member State in a way which would deprive a substantial proportion of the public of the possibility of following those events on free television. So if exclusive rights to an event listed in the UK are acquired by a non-UK based EU broadcaster, that broadcaster would be required to ensure free to air access for the UK public.

Criteria to help determine what should be listed

The Government has not hitherto set out the criteria according to which it will determine which events should be placed on the list.

Reviewing the list according to some explicit criteria would have a number of advantages: it would improve the transparency of the listing process; it would help to make clear the reason for listing some events and not listing or de-listing others; it would inform the debate about the listing of specific events or types of event; and it would help to ensure that events are listed only when there is a strong case for doing so.

However, excessive reliance on broad criteria can be problematic. The particular significance of individual events is often difficult to encapsulate in a set of general principles. No set of criteria is likely to remove the need for the exercise of judgement by the Secretary of State in determining the contents of the list, as required by the Act. He is required to consult the broadcasting regulators and the holders of the rights in question. The existence of explicit criteria cannot substitute for this consultation. Neither can it abrogate his direct responsibility for the decision whether to list any particular event.

What should the criteria be?

Criteria which might justify the listing of an event include the following.

- * the event and its outcome has a special national resonance, not simply a significance to those who ordinarily follow of the sport concerned;
- * it is a pre-eminent and popular event giving it particular potential for encouraging participation in the sport concerned;
- * it is an event which serves to unite the nation; a shared point in the national calendar;
- * it involves the national team in the sport concerned in a major international tournament.

Unless at least one of the above applies, an event should not be considered for listing.

An event satisfying one or more of the above criteria is more likely to be listed if it also exhibits particular characteristics making listing an apt response, such as:

- * it is likely to command a large television audience;
- * it is a regular, readily defined event of limited duration;
- * it has a history of being broadcast live on free-to-air services

In considering whether to list an event, regard should also be had to other factors affecting the likely costs and benefits to the sport concerned, to the broadcasting industry and to viewers, such as:

- * the impact of listing in reducing the income or potential income of the sport, and the consequences of that reduction for its investment in increasing participation and/or improving levels of performance and/or in creating safe facilities;
- * the likely impact of listing on the broadcasting market, including future investment in sports broadcasting, the level of competition and the position of public service broadcasters;
- * whether there are arrangements to ensure that highlights of the event are available to all viewers.

Questions for consideration

Should there be a stated list of criteria to inform the listing process?

For each of the criteria above: is the criterion valid?


can it be applied in practice? (and if so, how best?)

are all in each category of equal importance?

Are there any further criteria which might be taken into account by the Secretary of State in reviewing the list?

Responses to this paper

The Secretary of State would be grateful to receive your response to this paper by 1 September 1997. Please send your response to:


Room 413
Department of National Heritage
2-4 Cockspur St
London
SW1Y 5DH



2-4 Cockspur Street
London SW1Y 5DH
Telephone: 0171-211 6301
Facsimile: 0171-211 6249

From the Secretary of State for Culture, Media and Sport
THE RT HON CHRIS SMITH MP

James Farry Esq
Chief Executive
The Scottish Football Association
6 Park Gardens
Glasgow
G3 7YF

25 November 1997

REVIEW OF EVENTS LISTED UNDER PART IV OF THE BROADCASTING ACT 1996 THE SCOTTISH FA CUP FINAL

As you will be aware, I am at present carrying out a review of the events listed under Part IV of the 1996 Broadcasting Act. I have consulted interested parties about the principles which should guide the listing process, and have today published criteria which I hope will make the process more transparent. These criteria are enclosed. I have also appointed an advisory group of individuals with knowledge of the sporting, broadcasting and public policy issues involved. I have asked this group to consider a number of major events against the published criteria and to make recommendations to me. The group will consider both the events currently listed and major sports events which are not on the list.

You will be aware of the consultation provisions contained in Part IV of the 1996 Act. I have decided to consult you under Section 97(2) at this stage as the rights holder for the Scottish FA Cup Final. I would be grateful if you would now forward a full submission, which should include your arguments in favour of, or against, the retention of the Scottish FA Cup Final on a revised list. You will be aware of the provisions of section 97(5) and the effect of those provisions on any contract entered into during the consultation period if it relates to an event which is subsequently listed.

I should stress that, although this consultation is a formal one under the 1996 Act, you should not take my request to either suggest or confirm at this stage that the Scottish FA Cup Final will be retained on the list. I believe that a formal consultation at this time is the best way to ensure that the advisory group has the necessary information to make fair recommendations. You will, I am sure, agree that you are best placed to provide this detailed information to the group.

- 2 -

17th September, 1997.

[REDACTED]
Department of National Heritage.

The question is asked - should there be a stated list of criteria to inform the listing process? It begs the question as to what criteria were used when the Listed Events were first drawn up. Nevertheless if there is to be Listed Events it is sensible that there should be a list of criteria. For the most part the criteria suggested in the Consultation Paper are vague and all-embracing. What test for instance is there of "a special national resonance" or "a pre-eminent and popular event" or "serves to unite the nation"?

If the Secretary of State is to make a judgement as to which sports event should be Listed, balancing the requirement that the event should be broadcast to as wide an audience as possible against the impact of listing in reducing income or potential income for the sport concerned, it seems to the Association that the Secretary of State should at least take account of the following factors:-

- record of attendance at the event
- record of viewing figures of the event
- record of interest of broadcasting companies to broadcast the event
- the extent and levels of coverage of other events within a sport which would have been achieved by a sports body if able to negotiate in a free market
- the extent and levels of coverage of other events within a sport which has been achieved by a sports body in negotiating under the constraints of the Act
- the income or potential income which would have been achieved by a sports body if able to negotiate in a free market
- the income or potential income which has been achieved by a sports body in negotiating under the constraints of the Act

Whatever the criteria might be applied it would seem reasonable that the listing of a sports event should be reviewed from time to time to take account of possible changes of circumstance, and an appropriate time would seem to be when broadcasting rights for an event become available at the end of each period of agreement.

In closing the Association would wish to make the point that if it is the Government's belief that events of national significance should be made available by broadcast to as wide a public audience as possible, there should be as much of a requirement upon broadcasters to provide a broadcast of an event as there is upon sports bodies to make their events available to broadcasters. A criterion which could be considered is that one or more broadcasters from each of Category A and Category B shall have made a commitment of their intention to broadcast an event, before the event is considered for inclusion in the List.

I trust that the Association's response is helpful to your review.

Yours sincerely,

CHIEF EXECUTIVE.

Education and Industry Department

Arts and Cultural
Heritage Division
Victoria Quay
Edinburgh EH6 6QN

[REDACTED]
[REDACTED]
Department of National Heritage
Room 413
2-4 Cockspur Street
London
SW1Y 5DH

16 July 1997

0335

[REDACTED]
CONSULTATION ON LISTED EVENTS

Thank you for faxing us the details of the above. You said you would be happy to send out the consultation document to any other Scottish organisations we might suggest.

On the sports side we would be grateful if you would include the Scottish Rugby Union, the Scottish Sports Association, and the Scottish Sports Council. I think you will already have their addresses, if not then [REDACTED] of our Sports Policy Unit on [REDACTED] will be able to provide them.

It might also be as well to send the consultation paper direct to BBC Scotland, Queen Margaret Drive, Glasgow, G12 8DG and Scottish Television, Cowcaddens, Glasgow, G2 3PR, just in case they don't get it through their national organisations.

You suggested [REDACTED], Head of Media Studies at Stirling University for appointment to the Advisory Panel. Alan would also like to know who the sports experts on the Advisory Panel are likely to be to see whether they will know about sport in Scotland.

We have received a copy of your Secretary of State's consultation letter of 10 July to the Secretary of State for Scotland. Are we considering whether cultural events should be included at this stage? If so, then we should probably include the Scottish Arts Council, 12 Manor Place, Edinburgh, EH3 7DD,

Presumably the principle of including cultural events has already been conceded because the Broadcasting Act refers to "sporting and other events of national interest" - it just so happens that the only listed events at present are sporting events. So in considering whether cultural events will be added to the list, I assume you will be looking at particular cultural events, not the general principle.

DNH1607

I am sure that you share my desire for the present review to be completed as soon as possible. Accordingly, I would be grateful if you would let me have your reply by 1 January 1998. Should you wish to discuss my request before replying, please contact [REDACTED] my official who leads the review team. He can be reached on [REDACTED]

I look forward to hearing from you.

Yours sincerely
Chris Smith

CHRIS SMITH

The sort of cultural event that springs to mind here are the Edinburgh Festival, which is not really a single event, and the Edinburgh Military Tattoo, both of which always seems to find their way onto television each year. Presumably the Tattoo would compare with things like Trooping the Colour and the Farnborough Air Show which seem to be annual TV events but neither of which are presently listed. The Edinburgh Festival coverage is just like an intensive series of individual arts programmes and news items.

Coverage of cultural events seems rarely to be live unlike sports events and this might be a significant factor. Perhaps there isn't much demand for these or other types of cultural events from pay-TV!

~~_____~~

~~_____~~