VARIATION NUMBER 1 DATED 21 JULY 2005


WHEREAS

A. Ofcom was required by the Communications Act (section 264) to review the effectiveness of public service television broadcasting and to report on how it can be maintained and strengthened.

B. Ofcom has carried out its review and published its final report on 8 February 2005 setting out, inter alia, immediate changes to ITV’s non-news regional programming obligations.

C. Ofcom proposes to vary the Licence accordingly and, in pursuance of Section 3(4)(b) of the Broadcasting Act 1990, the Licensee has been given a reasonable opportunity to make representations to Ofcom concerning the proposed variation.

NOW THEREFORE the Licence shall be varied in the following manner:

1. In paragraph 6 of Part 1 of the Annex:
   (a) By replacing “40 per cent” and “33 per cent” with “50 per cent” in each case;
   (b) At the end of the paragraph, after the words “different types of programmes,” by inserting the following: “The guidance issued by Ofcom in April 2004 on which programmes may be counted towards the regional production quotas and how the quotas should be calculated shall come into effect on 1 January 2006. Until then the Licensee may, if it wishes, apply the definition and method of calculation which it applied prior to this guidance being issued”.

2. In paragraph 7(1) of Part 1 of the Annex, by replacing “Other 2:34” with “Other 1:04”.

3. This variation to the Licence shall come into force upon the execution of this document by Ofcom.

4. This document shall be construed as if it formed part of the Licence and shall be governed by English Law.

SIGNED FOR OFCOM ON 21 JULY 2005

Peter Bury
Director of Strategic Resources