

# 4: The Next Episode

Enhancing Channel 4's economic and social contribution to the whole of the UK under public ownership



# A radical shift in the way Channel 4 operates

It has been 40 years since Margaret Thatcher created Channel 4, and we have a unique opportunity for a radical reset of our role in the UK creative industries



**These proposals would strengthen Channel 4's position and public contribution and be the most profound evolution to our model since we were created**

**Alex Mahon**  
Chief Executive

- This plan significantly enhances Channel 4's scale and sustainability for the long term, making Channel 4 stronger, more digital and more global – while actually increasing our public contribution
- By driving this future growth, we can maintain our commercially funded, free-to-air model while increasing both our public value and our commercial performance
- As an organisation that is able to prioritise purpose over profit, we will increase Channel 4's public contribution in order to spread more opportunity across the country, both on and off screen and throughout our supply chain
- These proposals will support the creation of more distinctive British IP and provide the means to export that globally – supporting jobs in the UK, and Britain's brand overseas
- This plan will help to level up the creative sector, creating new jobs and opportunities for ordinary people, right across the UK
- We will be able to support more SMEs in our supply chain through increased content investment. Increasing our investment in the Nations and Regions will further drive SME development in the wider creative economy outside London
- By 2026, the UK economy will make more in GVA from Channel 4's 4: *The Next Episode* plan than the Exchequer would gain from one-off sale proceeds. Further, HMG would continue to own Channel 4 as an asset, which would continue to grow in value
- This cohesive strategy and plan under public ownership will ensure that Channel 4 can thrive for the next 40 years

# Private money put to work for public purpose

## Opportunity for young people

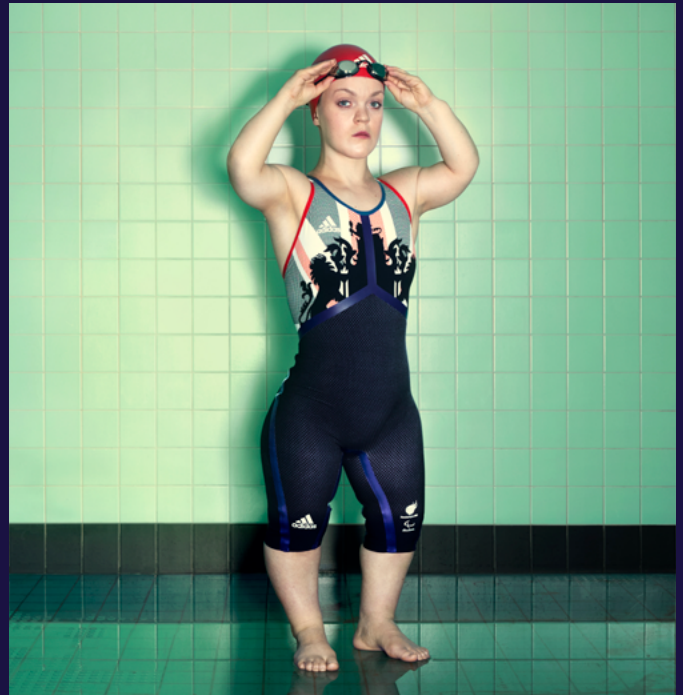
- 100,000 young people given their first step into the media industry
- Spending on 4Skills doubled – to £100m over the next decade
- New skills for young people from all backgrounds worth around £2bn to the economy

## The Levelling Up broadcaster

- Channel 4 will become a Northern-based broadcaster – with the majority of our workforce based outside of London
- 5,000 jobs created in the Nations and Regions through our supply chain
- Programmes made and broadcast from all across the UK – with £2bn invested in Nations and Regions content over the next decade

## A global future

- Channel 4 to become a truly global PSB, launching a new international proposition, *Global All 4*
- Creating British IP to export globally, bolstering Britain's soft power
- To become a truly digital-first PSB





# 1 – Boosting investment in the Nations & Regions further

## Jobs

We have already reached our original 4 All the UK commitment to base 300 roles outside of London by 2023. A new National HQ has been opened in Leeds, with creative hubs launched in Glasgow and Bristol. But we want to go much further. *4: The Next Episode* will see us increase this number to 600 roles by 2025

## Content

In order to reflect a diverse range of voices and stories from across the UK, we propose enshrining in our licence a commitment to commission at least 50% of our content from the Nations and Regions every year. This would not only benefit the country economically; it would also ensure that we are editorially more representative of the whole of the UK

## Social

To build on our brand strength as a trusted source of social content for young audiences and create new revenue opportunities, we propose to significantly expand our Leeds-based digital content production outfit, 4Studio



**Channel 4's new National HQ in Leeds sends a hugely important message – that you can make a career from here – and particularly for the more economically deprived parts of Yorkshire, that is game changing**

**Sally Joynson**

CEO, Screen Yorkshire





## 2 – Supercharging 4Skills

### Funding

Headquartered in Leeds, our 4Skills programme is helping to level up the country by tackling skills shortages across the UK. We propose to double our investment in 4Skills – to £100m over the next decade – offering a unique route into the creative industries for 100,000 young people

### Learning

As part of 4: *The Next Episode*, we would establish a dedicated 4Skills School outside of London. This would be the first national TV skills school outside of the South East of England

### Growth

Supercharging 4Skills with £100m over the next decade would drive growth in our economic contribution, generating up to £2bn of value for the UK economy in aggregate



**I feel like Channel 4 is genuinely interested in hearing about places and characters that we don't see on TV that often**

**Lisa McGee**

Creator, *Derry Girls*



# 3 – Driving scale and new investment into British content

## Investment

We propose leveraging significant new private capital for the first time, to bring £1bn of new British investment in British content by 2030. This would strengthen Channel 4's commercially funded, free-to-air model and increase our scale and contribution to British cultural life

**£1bn**

of new British investment  
in British content by 2030

## Public Impact

Retaining Channel 4 in public ownership would ensure that additional revenues are focused on maximising public purpose over profit, to the benefit of viewers, the creative economy and our public owners

**>£11bn**

of gross value added  
in economic contributions

## Global Influence

We will take the UK's biggest free streaming service, All 4, to international markets – providing a platform to export British IP to a young, global audience. This multi-genre offer would leverage our unique brand and content expertise to generate new revenue for Channel 4, increase the profile and reach of British producers and boost British cultural diplomacy

**>13,000**

jobs supported



# A new PSB model for the future

- By transforming Channel 4 into a digital-first broadcaster with a strong public purpose, based in Leeds, with a sustainable funding model combining advertising revenue and private capital – we will lead the media sector's shift towards creating new jobs and opportunities for all outside of London
- Channel 4's proposals would transform the organisation into a new model for UK public service broadcasting, while increasing Channel 4's scale and contribution to British cultural life – future proofing our cultural, economic and public impact for the next generation





Channel Four  
Television Corporation

