“the advertising pot is not big enough to fund the BBC and all the commercial television and radio channels”. What we can draw from this situation is that there is a level of uncertainty clouding the BBC currently, though it would seem that the British public is interested in an alternative to the licence fee: a recent poll published by The Telegraph shows that 63% of the sample surveyed are in favour of an alternative reform of BBC funding. (The Telegraph: 2013)

Taking the above factors into consideration, it can be concluded that the British media is reflective of a period of uncertainty within society. This uncertainty relates to questions about future regulation of the press, the potential for further convergence, the relationship between the public and the media as well as how to measure privacy, and finally how these factors might affect the way in which the media is funded.

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