

certain number of programme hours, led to accusations that they were operating a cartel, excluding the smaller companies from being able to make programmes for the network. Under the new system all network programme ideas - whether from ITV companies or independent producers - must be pitched to new Network Director Marcus Plantin (previously director of programmes at London Weekend Television) who, together with a team of commissioning specialists in each genre, will be responsible for deciding the content of the schedule.

As part of its new structure, ITV had been seeking a 15-year holdback on programmes it commissioned, arguing that it did not want to see programmes it had paid for sold on to its UK competitors. But after lengthy lobbying by the independent producers, the Monopolies and Mergers Commission ruled that ITV would be able to retain the rights to programmes it commissions for only five years, with a negotiable extension. Network chief executive Andrew Quinn (previously chief executive of Granada Television) had warned that if ITV does not get the holdback period it seeks, this may mean that the price paid by the Network for commissioned programmes will be discounted by between 20 and 30 per cent. If this does happen in future, British producers will be forced to seek far more co-finance for programmes in future: at present many programmes are given 100 per cent commissions.

Table 5.25 Winners and losers in the 1991 ITV licence auction

Region covered	Previous licensee	New licensee	Bid size (at 1993 prices)
London Weekday	Thames	Carlton	£43.17m
London Weekend	LWT	LWT	£7.85m
North West	Granada	Granada	£9m
Midlands	Central	Central	£2,000
South & South East	TVS	Meridian	£36.52m
Central Scotland	Scottish	Scottish	£2,000
Yorkshire	Yorkshire	Yorkshire	£37.7m
North East	Tyne Tees	Tyne Tees	£15.06m
Wales & West	HTV	HTV	£20.5m
East of England	Anglia	Anglia	£17.8m
South West	TSW	Westcountry	£7.8m
Borders	Border	Border	£52,000
North Scotland	Grampian	Grampian	£720,000
Northern Ireland	Ulster	Ulster	£1.027m
Channel Islands	Channel	Channel	£1,000
National Breakfast	TV-am	GMTV	£34.6m