

# Gogglebox and Naked Attraction maker criticises Government plans to sell off Channel 4

The chief executive of the production company behind programmes like Gogglebox and Naked Attraction has criticised plans to sell off Channel 4.

Stephen Lambert, who heads up Studio Lambert, said there is “simply no real reason” for the Government to privatise the broadcaster.

Studio Lambert films the likes of Naked Attraction in Manchester and parts of Gogglebox in the city.

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Announcing the move, Culture Secretary Nadine Dorries said the aim is to “seek to reinvest the proceeds of the sale into levelling up the creative sector, putting money into independent production and creative skills in priority parts of the country – delivering a creative dividend for all.”

But, speaking to BBC Radio 4’s Today programme, Mr Lambert said Channel 4 is already supporting independent producers and the levelling up strategy.

“It commissions a very wide range of independent producers and gives a lot of encouragement, particularly to small independent producers, particularly ones outside of London,” he said.

“It’s responded to the Government pressure to level up and it’s moved a lot of its operations outside of London.

“Now, those aren’t the kinds of things that a commercial owner of Channel 4 is going to want to do.”

He added: “There’s simply no real reason for why the Government is doing this.”

The broadcaster has been publicly owned since it was founded in 1982 and is funded by advertising, with the Government confirming this week it will proceed with plans to privatise it.

Plans for the sale will reportedly be set out in a White Paper later in April and will be included in a new Media Bill for spring 2023.

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