Your replies to the many complaints you are receiving about BARB are quite laughable. On her appointment Ms. Dorries made a great deal of noise regarding bringing BBC and OfCom to book, but like most ministers, it was nothing more than hot air. There is a massive problem with BARB and with OfCom that we must now conclude that you have chosen to overlook. You make statements that are simply not true that appear to have come from the same 'standard cop out statement' book that BARB themselves use. For starters, no small independent broadcaster, not a single one, is interested in the deeper statistics of their audience: Age, sex, ethnicity, religion, number of limbs etc. etc. simply is not relevant to these, niche broadcasters who serve a sizeable portion of the population that the big 5 continually ignore. Their ONLY interest is the calculable eyes on screens that generate the revenue that keeps the channel on air and the employees paid. BARB will suggest there are alternatives – this is an outright lie that you, in turn, are disseminating. The TV advertising agencies only accept audience figures recognized by the Institute of Practitioners of Advertising (IPA), they only recognize BARB. I can't help but wonder if this may be influenced by the fact that IPA sit on the BARB board! Your non sensical claim that BARB have evolved over the last decade is, again, simply not true. They haven't evolved in over 70 years, still using Arthur Nielsen's technology introduced in 1950. Maybe if they were to charge the big 5 the going rate rather than the paltry £1 guarantee they would be able to better serve the industry or if between your department and the CMA they were forced to operate a fairer system the UK broadcast industry would be truly vibrant and more 'properly' diverse than the current woke fest that you seem to think the majority UK public love.

Maybe it's time we added your department to the growing list of 'not fit for purpose' and started to raise awareness of how pointless the DCMS actually is.

You need to do a LOT better.