

Question 1: In light of the impact of Modified Package 1 in particular on the revenues of music channels, Ofcom is seeking views on Modified Package 1 in so far as it extends the restrictions contained in Package 1 to children up to 16. :

I agree with the restrictions proposed.

I also think that the restrictions are equally relevant and applicable to cinema advertising, much of which targets the same age groups with similar types of adverts for similar foods. OFCOM should encourage whoever regulates cinema advertising to adopt similar restrictions.

Dr R. Brown