

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 feel unless the extent of the regulation is extended to additional channels (such as music) , these channels will become saturated by advertisers looking for an outlet for HFSS products, thus making the situation for the worse for that channel's demographic

Mr Cotgreave