

**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. :**

We strongly support the modified option 1 package. We particularly welcome the adoption of the Food Standards Agency nutrient profiling model and the extension of the restrictions to encompass all children under 16 years. While a 9pm watershed would extend a greater degree of protection from exposure to the advertising of less healthy foods, we acknowledge the case made by Ofcom of limited public support for a more widespread ban and the potentially disproportionate impact of such regulations. However we urge Ofcom to review the impact of the proposed changes and consider if other action is warranted in the future.

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