

Cover sheet for response to an Ofcom consultation

**BASIC DETAILS**

Consultation title: *BCR; COMMERCIAL REFERENCES IN TELEVISION PROGRAMMING*  
To (Ofcom contact): *TAJI BEKLIK*  
Name of respondent: *MR. PETER JOHN MASON*  
Representing (self or organisation/s): *SELF*  
Address (if not received by email):

**CONFIDENTIALITY**

Please tick below what part of your response you consider is confidential, giving your reasons why

Nothing	<input checked="" type="checkbox"/>	Name/contact details/job title	<input type="checkbox"/>
Whole response	<input type="checkbox"/>	Organisation	<input type="checkbox"/>
Part of the response	<input type="checkbox"/>	If there is no separate annex, which parts?	

*PEOPLE WITH FEW CHANNELS NEED TO KNOW,*

If you want part of your response, your name or your organisation not to be published, can Ofcom still publish a reference to the contents of your response (including, for any confidential parts, a general summary that does not disclose the specific information or enable you to be identified)?

**DECLARATION**

I confirm that the correspondence supplied with this cover sheet is a formal consultation response that Ofcom can publish. However, in supplying this response, I understand that Ofcom may need to publish all responses, including those which are marked as confidential, in order to meet legal obligations. If I have sent my response by email, Ofcom can disregard any standard e-mail text about not disclosing email contents and attachments.

Ofcom seeks to publish responses on receipt. If your response is non-confidential (in whole or in part), and you would prefer us to publish your response only once the consultation has ended, please tick here.

Name *MR. PETER JOHN MASON* Signed (if hard copy)  
*2/8/10*

2/8/10

Dear Sir  
Problems with PRODUCT PLACEMENT

① OTHER TECHNOLOGY

If one wants to avoid watching channels one used to watch with P.P. excessively used and say wanted to watch more sport one comes across unfolding captions (golf); captions with a puffing noise (general); badges and emblems that rotate with replays (football/rugby). Coupled with channels with one sponsor or over-sponsored, television is becoming too tiring to watch.

② +1+2 CHANNELS, etc

D-max has several, but more could be set up to repeat the key programmes over

and over again to make more money, but give more for viewers to avoid.

③ SEX CHANNELS/GAMBLING CHANNELS/  
LOONY CHANNELS

By loony I mean for example Travel Channel and Travel Channel +1 where something is continually going round in the corner of the screen which makes watching channel unfair. Most people don't watch the other 2, so even more channels to avoid.

④ CHANNELS WITH TOO MUCH TEleshopping  
AND CASINOS OVERNIGHT

e.g. Five / Five<sub>(+1)</sub> / Five U.S.A. / Eurosport

Hard to watch these channels. Broadcaster is either hard-up or programmes weak.

⑤ FOREIGN CHANNELS INCLUDING FOREIGN RADIO

⑥ OTHER LIVELY CHANNELS CAUSED BY WILLINGNESS  
More to avoid.

## TO MAKE MONEY

Like music channels with continuous rotating competitions

⑦ CHANNELS CONTINUALLY ADVERTISING  
HD/3D/CASINOS

e.g. History / Sky Sports.

one watches these but one gets no rest from it.

⑧ CHANNELS OF NO INTEREST

These vary from one person to another, but I also do not tend to watch channels with writing continuously on the screen at top describing things.

⑨ PAY PER VIEW CHANNELS

one can usually not afford them.

⑩ THINGS ON RED BUTTON ONE MUST AVOID

Like competitions which are a rip-off.

The point I am making is in modern life there is too much to avoid, so P.P. is just another thing, so it's no importance how many years U.S.A. has had it.

Yours sincerely, Peter Mason.