

## Your response

Question	Your response
<p><b>Question 1: Do you agree with our provisional view that the retention of the stricter rules that apply only to PSB channels is not justified? If not, please explain why.</b></p>	<p><i>Is this response confidential? – No</i>  <i>Stricter rules for PSB has provided some slight oasis from the seemingly incessant onslaught of advertising.</i></p>
<p><b>Question 2: Do you have a preference between the proposals under Option 1 and Option 2? If you do not agree with the proposals under either option, please explain why.</b></p>	<p><i>Is this response confidential? – No</i>  <i>2 is better than 1 BUT an average of 12mins/hour is FAR too much, very irritating. I hardly ever watch live TV any more -friends +I record TV then skip ALL adverts!</i></p>
<p><b>Question 3: In the event that we proceed with Option 1 or 2, we suggest a one-year period before implementation. Do you agree? If not, please explain why.</b></p>	<p><i>Is this response confidential? – No</i>  <i>1-year trial is reasonable but BETTER would be to reduce ALL advertising +get rid of 'average' which means some hours have more than 12mins! = awful !</i></p>
<p><b>Question 4: Is there any further information you wish to provide regarding changing the stricter rules in COSTA?</b></p>	<p><i>Is this response confidential? – No</i>  <i>Remove the 'average' and impose an absolute maximum of say 6mins per hour (eg two breaks of 3mins each). I might start watching ads again then.</i></p>

Please complete this form in full and return to [costarules@ofcom.org.uk](mailto:costarules@ofcom.org.uk)