

**Question 1: Do you agree with Ofcom's proposal for the Rules to be contained in the proposed Code? If not, please explain why.:**

Yes. Ofcom's proposed Code will fill the gap left when BCAP published its joint broadcast advertising code in September 2010 which deleted a former rule headed "Unreasonable Discrimination".

**Question 2: Do you agree with the proposed Rules and guidance in the proposed Code? If not, please explain why.:**

Yes.