

## **Additional comments:**

### **Question 1a: Do you agree with Ofcom's assessment of those stakeholders likely to be affected by changes to the regulatory framework for Adult Chat and Psychic PTV services?:**

I agree with this option, but note that some of the other channels which are classed under the adult section, have earlier start times, not sure if some start 7pm for the free view advert and but definitely start showing their programmes from 08:30pm, in line with this I think a similar start time should be allowed for the adult chat services, with similar content restrictions to the current daytime shows. Psychic channels again could be permitted an earlier start time.

I agree that the adult content shows shown unrestricted (daytime shows) early morning ie 8 am and 5pm time slots is probably the least appropriate times

### **Question 1b: Do you agree with our understanding of the industry and operators?:**

I think this is fairly accurate, possible slightly higher, the two different categories to be closer together. (3% for both) the 1% for male views probably only refers to those who watch regularly for long periods, occasional viewers would probably balance the two out.

### **Question 2a: Do you agree with our analysis of the options available for regulation of the promotion of premium rate services of a sexual nature, and a) that on the basis of options, a change to the existing rules appears merited?:**

Yes, this appears so

### **Question 2b: of the options presented, Option 4 meets the regulatory duties and suggests least potential impact on stakeholders?:**

I believe option 4 is the best option to keep all parties, happy, giving more restrictions during daytime/peak time viewing. But also appease those who enjoy the channels to view them at appropriate times with premium rates in the adult section of the channels and more freedom on latenight content, this change could be staged.

### **Question 2c: that the scheduling restrictions of 9pm to 5.30am and requirements for labelling and EPG position under option 4 offer appropriate protection for viewers?:**

I agree some schedule restrictions should be imposed but not necessary as strict as from 9pm. as outlined earlier, other adult channels do start at an earlier time, I think a variation on start time should exist for the content. for example approx 7pm or 8pm start time for current day time content, then with less restrictions from 10pm and possible less again from Midnight.

**Question 3: Do you agree with our analysis of the options available for regulation of the promotion of live personal psychic services, and a) on the basis of the options, that a change to the existing rules appears merited?:**

Yes, to keep inline with others, changes also agree

**Question 3b: of the options presented, Option 4 meets the regulatory duties and suggests least potential impact on stakeholders?:**

Yes

**Question 3c: that the restriction of promotion to specific live personal psychic services and the requirements for labelling and EPG position provide appropriate protection for viewers?:**

Yes, but not necessarily as fully the same as adult chat channels

**Question 4a: Do you agree with the principles identified for changes to the Advertising Code rules on promotion of PRS of a sexual nature (rule 11.1.2) and psychic practices (rule 15.5)?:**

Yes I agree

**Question 4b: Do you agree with the wording of the proposed rules? If not, please suggest alternative wording. :**

I agree with the wording, only making recommendation regarding the restrictions on time of view, based on content rather than blanket ban pre 9pm, as per mentioned in previous questions