

Additional comments:

It is now the 21st century. We get bombarded by hyper commercial garbage from Cowell et al so please keep out of over regulating programmes for the more intelligent, no ITV watching public. Take a leaf out of Spain's book and censor only when absolutely necessary.

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?:

Stricter rules and more censorship will shut these channels down, removing a bit of titillation for the viewers and putting many models and production staff on the dole queue.

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

Difficult to gauge as I am not convinced you are nothing more than a 21st century Mary Whitehouse.

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?:

My only gripe with these services is the amount you censor their output. The increase in the number of channels shows demand is high and it is not your God given right to decide what an intelligent and informed adult wants to watch.

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

Leave well alone.

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?:

Whilst I am in favour of these shows I think 10pm would be a fairer watershed. I am also perfectly in favour of PIN protection as long as the shows can then be more explicit and show full frontal nudity. It is strange that something like Eurotrash or Sexcetera can be shown on a non adult channel and show full male and female nudity yet a designated adults only broadcaster is heavily censored. The people who tune are perfectly knowledgeable of what they are going to see and won't remotely be offended by - shock horror - a naked woman. I can walk into a newsagents 300 yards from my home and buy very strong adult material yet am censored in the privacy of my own living room.

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?:

The people who ring in know what they are doing. You wouldn't ban beer because some people get drunk.

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

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?:

Leave well alone. These are minority shows that don't get many viewers.

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)?:

Sex sells. Just look at adverts for Calvin Klein or Dolce e Gabbana.

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

No.