

**Question 1: Which option (or variation of an option) for regulating the overall amount of advertising permitted on television channels do you prefer, and why? Do you agree that any rule changes that might result in a significant change to the number of commercial impacts should not come into force before 1 January 2010?:**

Option 2. I believe that you can go ahead and level up the amounts of adverts that all TV (PSB or non-PSB) can run to 12 minutes and here's why.

They already run far more than this but get away with it by padding ad breaks on either side with trailers for shows. I presume that these trailers for other TV shows don't count as adverts, because otherwise many channels are already running 20 minutes of adverts per hour - in particular the channels that show US shows which are only 40 minutes long but fit into hour slots.

So you won't actually change the length of the ad-breaks. All you will do is enable the channels to replace trailers with adverts!

**Question 2: Which option (or variation of an option) for regulating peak-time minutage on public service channels do you favour, and why? Do you agree that any rule changes that might result in a significant change to the number of commercial impacts should not come into force before 1 January 2010?:**

Option 5. As before, I think it would make little difference since they already pad out the ad breaks with trailers. Once you add the trailers on there are far more than 8 minutes per hour of adverts. Anyone who has used a PVR to remove adverts from, say, a 2-hour Sunday night drama will know that it is only 90 minutes long once you've finished editing it. So 30 minutes over 2 hours have gone - that's 15 minutes of adverts per hour, when you include trailers!

**Question 3: Do you agree that the 7am to 9am period should cease to be treated as a peak viewing period on public service channels? If so, do you agree that this change should come into effect shortly after Ofcom publishes its conclusions?:**

I don't know many people who watch TV at these times anyway. Breakfast TV is so light and frothy I don't see why it should have any added protection.

**Question 4: Which option (or variation of an option) for regulating the number of advertising breaks do you favour, and why? Do you agree that any changes should come into effect shortly after Ofcom publishes its conclusions?:**

Option 3 - breaks between autonomous parts.

Magazine-style shows are, by their nature, jumpy and never spend too long on any subject. It would therefore not impact on anyone's enjoyment to have more frequent breaks in these shows.

But it would ruin dramas to have breaks every five minutes. Anyone who has tried to watch a drama on American TV can tell you just how infuriating this is.

**Question 5: Do you support or oppose the idea of allowing more frequent breaks in programmes of autonomous parts? Please explain your reasons. Do you agree that any changes should come into effect shortly after Ofcom publishes its conclusions?:**

Breaks between autonomous parts is fine. No reason why this shouldn't be brought in at any time.

**Question 6: Do you think that the existing limit on the length of internal advertising breaks on PSB channels should be kept or scrapped? Please explain your reasons. Do you agree that any changes should come into effect shortly after Ofcom publishes its conclusions?:**

I wouldn't mind fewer breaks of longer periods. This would be far more preferable to more breaks of shorter periods.

**Question 7: Which option or options for regulating teleshopping do you favour, and why? Do you agree that any changes should come into effect shortly after Ofcom publishes its conclusions?:**

Option 3. I would have no objection to non-PSB channels showing a greater amount of teleshopping if they want. I simply wouldn't watch them. Good drama will always be on somewhere else. But PSB channels should not be encouraged to replace original programming with teleshopping.

**IA Question 1: Given the options being considered in this consultation document is it reasonable to maintain the assumption that there will not be any 'drop off' in audiences? If you disagree, please explain why.:**

If they push too far with frequent short ad-breaks they risk losing people to the internet and view-on-demand services that have shows without the interruptions.

**IA Question 2: Do respondents agree that it is reasonable to focus on the elasticity approach for translating changes in the volume of impacts into changes in industry revenues and to move away from using the constant price premium and uniform price premium approaches? If not, please provide an explanation.:**

No view.

**IA Question 3: Do you agree with our assessment of the impacts on stakeholder groups of this option and variants upon it? Please explain your reasoning, providing any evidence where relevant.:**

No view.

**IA Question 4: In the event that there were to be a reduction in the amount of airtime allowed for non-PSB channels, what would be the effect on the price of advertising on these channels? Would there be any effect on the relative prices of advertising between PSB and non-PSB channels? If so, please explain.:**

No view.

**IA Question 5: Do respondents consider that our approach to considering changes in the frequency of advertising breaks is reasonable? If not, please suggest alternative approaches that you have used, together with any results that you have generated.:**

Yes, it is reasonable.

**IA Question 6: Do respondents agree with our assessment of the likely scale of the impact of Option 2 for broadcasters? If not, please explain why and provide any relevant evidence that you may have.:**

No view.

**IA Question 7: Do you agree with the indicative results of our assessment of the impact of Option 3? If not, please explain your reasoning. If you are able to quantify the impact of this option, please submit that evidence with your response.:**

No view.

**IA Question 8: Do consultees agree with our assessment of the likely impacts of the different options? If not, why not? Can you suggest any alternative approaches to assessing the impact of the different options?:**

No view.

**IA Question 9: What evidence is there of pent-up demand for teleshopping services? Do channel operators consider that they could offer longer teleshopping windows or develop their own teleshopping services if the current restrictions were relaxed?:**

I have no interest in teleshopping and know nobody who does.

**IA Question 10: What has been the impact on channels offering dedicated gaming services on the PSBs offering limited strands of similar programming? Please provide any data that you might have.:**

I believe that gullible people get ripped off.

**IA Question 11: Do respondents agree with the above analysis in respect of the potential impact on PSBs and non-PSBs? If not, please explain why.:**

No view.

**IA Question 12: To what extent do respondents agree that the elasticity of demand for advertising could vary by time of day? Would this be applicable to all broadcasters or more relevant to some than others? Please provide any evidence that you might have to support your view.:**

No view.

**IA Question 13: To what extent do respondents consider that some of these approaches help to explain at least some of the differences between some industry perceptions of the elasticity of demand for advertising and the econometric data?:**

No view.

**Additional comments:**