

**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 1 : status quo

Any significant change to the number of adverts should not be introduced until such time as the DVR manufacturers have found a way of deleting adverts from recorded programmes.

**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 4 : status quo

**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?:**

Yes, and Yes

**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 1, the status quo, though I am not in favour of longer breaks during a programme than in between programmes.

**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?:**

Oppose.

I hate the advertising breaks. I very rarely watch commercial television 'real-time' these days, preferring to record on DVR so i can fast forward or skip the advertising breaks.

**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?:**

Keep the existing limit. I do not believe that the TV companies can be trusted to self-regulate.

**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 1: the status quo

**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.:**

I hate the advertising breaks that already exist. They are intrusive and waste my time. I very rarely watch commercial PSB television 'real-time' these days, preferring to record on DVR so I can fast forward or skip the advertising breaks. I rarely watch non-PSB (other than BBC channels) at all because of the already excessive advertising. If the number of breaks or minutes allowed per hour increases I will give up watching commercial PSB programmes almost entirely. Rather than increased revenue from me, they will get none.

**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.:**

**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.:**

**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.:**

I believe that a lot of the non PSB channels would stop broadcasting because of the reduction in revenue, but that would be a good thing. The quality programmes would then be concentrated into the remaining channels.

**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.:**

If I were making changes, I would

- 1) Reduce the time allowed for adverts each hour
- 2) Prevent breaks in programmes being longer than those during programmes
- 3) Not allow the increase in frequency of ad breaks
- 4) Maintain the current regulations on teleshopping

If this means the end of some commercial broadcasters, then that is a good thing. Quality not quantity is the over-riding principle that should apply.

**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.:**

**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.:**

**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?:**

**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?:**

**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.:**

**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.:**

**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.:**

**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?:**

**Additional comments:**

There are too many adverts on television now. Any attempt to increase their quantity and frequency will see viewers turn off, myself included. The BBC will suddenly become a lot more popular. I would rather pay a large increase in my licence fee and know I could watch programmes that were free of adverts.

The Braodcasters have started far too many channels and spread the advertising revenue much too thinly. reducing the number of channels (and the dross they show) would be a positive improvement.