

**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?:**

my view already that commercial television has been destroyed by commercial breaks. Some breaks occurring every 10 to 15 minutes and so ruining a drama. Any further increase will be like what is seen in USA. Appalling TV with breaks every 5 minutes making the viewing experience (whatever that is) difficult to differentiate from what is a programme and a commercial (THANK GOD FOR COMMERCIAL FREE BBC).

**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?:**

**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?:**

No.

**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?:**

I do not want any further increase in commercial in programmes. I have no problem with a long batch of commercials between programmes as this will not affect the viewing experience and may even mean people watching commercial television. It may however not be popular as people may switch off, ignore or have a cup of tea before the next programme.

**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?:**

Totally aposed (see above comments)

**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?:**

scrapped (see above comments)

**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?:**

Teleshopping must be done in an open, (NO SMALL print), no premium phone calls, enforced code of practice. As can be seen we cannot trust the organisations to regulate themselves.

**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 there are more commercials during programmes there will be less viewers. Have you carried out any research to show that viewers only watch TV for the commercials?. Otherwise there would be no programme guides just details about when commercials would be on (there would be a lot of repeats!!!).

**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.:**

Could we have some plain English please. What does all this mean???

**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.:**

Less commercials will mean less revenue and with increased digital channels commercial budgets will be stretched over many channels. The overall money may be the same but stretched over many channels. This will affect programme content (expenditure available) and cause lowering of overall standards.

**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.:**

PUBLIC SERVICE BROADCASTING SHOULD REMAIN WITH THE BBC.

**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.:**

SEE above my views on commercial breaks.

**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.:**

See above

**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?:**

This must be guided by quality and open transactions.

**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 am totally opposed the gambling on TV. It affects those people who can ill afford to gamble.

**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:**

I hope that we continue to see high broadcasting standards but sadly fear the end is nigh and I will have to rely on the quality of BBC programmes which we need to treasure and protect. Just see the example of USA or Europe.