

**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 3 - any more than 7 minutes/hour will lead (in my case at least) to a declining chance I will actually watch the advert. On UKTV Gold, for example, the excessive amount of advertising means I always switch over during breaks. The cap should also be reduced to 7 minutes. This is the limit that I, as a viewer, find tolerable. And I would include all non-programme content in that, such as programme trailers.

More advertising per hour just means that advertisers are getting poor value for money because substantially fewer people are watching the adverts.

I do not have a strong view on the timing of changes.

**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 - but (as per Q1) I disagree with the 12-minute cap. This is far too high. I do not have a strong view on the timing of changes.

**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. - But not because this period should have increased advertising!  
All periods of the day should be treated equally. I don't see why the viewer should be subjected to more advertising just because they happen to be watching at an off-peak time of day.

All periods of the day should be subjected to the 7-minute cap.

I do not have a strong view on the timing of changes.

**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?:**

Neither option. There are already too many breaks in programs on both PSB and non-PSB channels.

It is not unreasonable to expect to see at least 15 continuous minutes of programme content before a break, otherwise the programme becomes unwatchable; one is forced to use Sky Plus or other means to watch it without any breaks, thus defeating the purpose of any advertising.

I would tolerate 1, 2, 3, 4 breaks in programmes of length 30, 60, 90, 120 minutes respectively, on all types of commercial channel.

I do not have a strong view on the timing of changes.

**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?:**

Absolutely not. Constant interruptions to the programme flow ruin one's enjoyment of the programme, making it significantly more likely that I will not watch the programme at all. I do not have a strong view on the timing of changes.

**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 don't have a strong view on the maximum length of each break. As per Q4, I would be more concerned with the frequency of breaks.

I do not have a strong view on the timing of changes.

**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?:**

None of the four options.

Teleshopping, if we must have it, (along with gambling programmes) should be the preserve of dedicated channels. They should form no part of any channels whose remit is to provide regular programme content.

Teleshopping is merely an excuse to provide extended advertising.

I do not have a strong view on the timing of changes.

**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.:**

**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.:**

**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.:**

**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:**