

I view TV using the following platforms:-
Sky Digital (HD)
Freeview
Analogue

I have visited the USA on a number of occasions and have been driven to despair at the frequency of their advert breaks.

I find the amount and frequency of ad breaks on Sky annoying and tend to skip the breaks with pause live TV or by recording.

I know for the channels advertising is how they earn their money but there comes a point where people will stop watching completely or take action as I do to cut the ads out.

I do not think Sky should be allowed to increase their advertising and most certainly the major channels such as ITV1, Ch4 and CH5 should not increase beyond their current amounts.

Further for certain programs which require greater attention, the breaks should be no more than every half hour. I was most impressed with Sky's showing of The Colour of Magic during which they greatly reduced the breaks. I have noticed similar from other channels at times. So they can do it.

Finally the dear old BBC should be asked to reduce the number of trailers they show between programs. I thought it use to be 3 but this seems to often be exceeded. In my view 1 trailer is enough. Also please do stop the BBC from using News Programs especially Breakfast News to trailer up coming BBC programs and to stick with News.