

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?:

I have no problem with the advertising being increased during peak times. If the BBC can advertise itself continuously then channels which receive no public money should be able to have more leeway.

I think the change will come at some point so the timing is irrelevant. Sites which people choose to view on the internet have adverts, you can ignore them/change channel if you wish to.

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?:

As previously stated when it happens is irrelevant, it will happen. My problem is with the BBC the public have no choice in the matter. I have cable and have the option of paying for it. Should Ofcom not run a public consultation debating if paying an extra 'tax' sorry licence fee (I have no choice in paying) rather than wasting its time on what a public channel wishes to do with its own airtime? If the public channels show more adverts and people switch off they will modify the adverts. It is an option called choice.

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?:

Surely viewing figures answer your question. Like rush hour/s they happen twice a day. Is that when most people watch? Then it would be peak.

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?:

Public channels should be allowed more leeway, the BBC should be cut back.

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 are breaks, only adults should be watching at peak times. They do not have to watch the adverts if they do not wish to.

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?:

Answered above.

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?:

The public companies need to make money as they are not subsidised. What they choose to show is up to them. Just like when they decided to show a soap at X o'clock and a drama at Y o'clock. If people do not watch it they will change.

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.:

As above. All change brings change. No one will know in which way until it happens.

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.:

When the change happens is irrelevant. More slowly will be less noticeable.

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.:

Not particularly.

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.:

As above

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 previous

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.:

ditto

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.:

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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?:

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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'm sure Ofcom can find more relevant issues to worry about than the issues of teleshopping. Whole channels are devoted to it and some people appear to enjoy it. The rise in advertising 'noise' sometimes feels as if the advert is several decibels louder than the show. Licence fee and misuse of. Advertising on the BBC and inappropriate adverts on childrens television.

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.:

Answered. Choice.

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.:

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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.:

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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?:

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Additional comments:

See above.....