

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 would prefer Option 3 - a reduction in current levels of advertising, although I suspect that at times channels on Free View are already exceeding limits or targetting maximums into certain programmes.

Realistically, an outcome of Option 1 maintaining Status Quo is probably the best that can be hoped for.

No concerns around timing, unless higher limits are allowed when the later the better.

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. I am strongly opposed to any increase in advertising, particularly to the idea of channels aggregating their time over the week and showing it at their discretion.

The later the better if any increase allowed.

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, I agree

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, Status Quo

No, not if the number of breaks is to be increased.

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?:

I oppose the idea of more breaks. I heartily dislike advertising, and it seems to me that with the proliferation of channels, the standards of adverts is descending to levels of inanity that insult the intelligence of the viewers. It seems to me that more breaks as well as more advertising would lead to the viewing public being bombarded with inanity.

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 think limits should be kept. This is a difficult one, as the BBC frequently uses programmes such as Breakfast to constantly advertise upcoming programming as part of its magazine format. I find this very irritating, and would not like to see even more by extending breaks. Perhaps if the PSB wants more advertising time, it could agree to not use its morning and other news/magazine programmes to advertise products.

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?:

I have no view on this, as it is not something I participate in. I think it should be kept as separate channels for those who wish to have this service, not be brought into mainstream channels.

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 think more people will simply use digiboxes or recording to replay programmes without the ads. I will certainly be saving up for one if more advertising is permitted. One of the problems I have with advertising is that the volume raise is very problematic living in a flat as I tend to be a late night viewer, and I constantly have to rush for the mute button as the ad breaks hit high volume. Advertising is not just about the content, its also about noise pollution and disturbance for people living in multiplexes.

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.:

This question is a bit beyond me;-)

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.:

No response

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.:

It seems to me that channels have enough options for funding, including making programmes of a saleable quality. Many freeview channels subsist on endless repeats, so certainly at present I would not fear them going out of business if there were a reduction of income, or it remained the same.

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.:

This is a lengthy report to respond to, and at times quite complex, but overall I thought Ofcom were taking a very reasonable view, and have sought to make it open to all for consultation.

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.:

No response

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.:

No 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?:

No response

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 am not aware of any pent up demand. In the current economic crisis it seems to me that advertisers are becoming increasingly desperate in their calls to a public who have largely turned off to impulse buying.

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.:

Don't know

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.:

No response

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.:

I do not agree with an elasticity of demand. It simply means that the best programming is the most interrupted by the longest ad breaks. I am certainly considering options on turning out the ads, as in my opinion there are times when ad breaks must be exceeding limits. For instance where a 1 hour 35 minute film takes two hours to show.

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?:

No idea

Additional comments:

As a viewer I think that it is important that advertising time is regulated and welcome this opportunity to reform. However, I also think that the content and volume must also be more strongly regulated. As a media teacher, I used to enjoy some of the creativity of ads, but now find that increasingly they treat audiences as total idiots, with false claims, constantly maintaining the view of women as body (hair and wrinkles). I also think that the volume issues should be regulated. Ads of screeching cars during CSI and Aunt Bessy's spuds during crime programming are very very loud at usual tv volume.