

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?:

Keep the status quo, we do not want any increase in advert minutes.

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?:

Keep the status quo, we do not want any increase in advert minutes.

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?:

Keep the status quo, we do not want any increase in advert minutes.

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?:

The number of advert breaks should not be allowed to be more than four per hour. The US has more frequent breaks and assumes viewers have a short attention span. Frequent advert breaks in movies is the most annoying and can ruin the atmosphere of a movie. ITV have a habit of putting advert breaks based on time and not based on a change of scene. Channel Four has fewer and longer advert breaks when they show movies which is the best scenario as it shows they care about the artistic nature of the production.

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?:

Where a programme would benefit from changing the number or frequency of advert breaks because of the nature of the programme format this would be acceptable. This would particularly apply to gameshows, where breaks would be permissible after each round, and chatshows, where breaks are between guests/features.

Changes can be implemented immediately - there is no point delaying the implementation unless for statutory reasons.

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?:

They can be scrapped as long as the overall number of advert minutes per hour is not increased.

Changes can be implemented immediately - there is no point delaying the implementation unless for statutory reasons.

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?:

There should be no teleshopping on PSB broadcasting and a limit on non-PSB channels to 3 hours

Changes can be implemented immediately - there is no point delaying the implementation unless for statutory reasons.

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.:

Too many advert breaks give viewers greater opportunity to "opt-out" from that programme because they find something better to watch while channel flicking. The result may be more channel hopping.

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.:

I agree

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.:

A reduction in air time for non-PSB channels would mean advertisers would get less for their fee unless the price came down. Unfortunately that means that some channels become unviable. This may be desirable as this will free up the spectrum for new channels. Whether this will mean new channels from existing suppliers (of the +1 variety) or from new broadcasters would have to be investigated.

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.:

Changes need to be made, but what is given in one way must be taken away in the other to preserve the primary look of UK Television broadcasting. Some flexibility for programme format is acceptable, but do not increase the amount of advert minutes.

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.:

I agree

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.:

Do not change the status quo.

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?:

Repeat programmes from earlier in the day like BBC4 does rather than putting on more teleshopping

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?:

There is very little demand for more teleshopping in my house!

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.:

More relevant to PSBs as they have more peaks and troughs in viewing number.

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: