

## Your response

Question	Your response
<p><b>Question 1a: Do stakeholders agree with Ofcom's proposed guidance on control of advertising, including the application of the terms 'marketed, sold or arranged'?</b></p>	<p>Confidential? – N</p> <p>Yes to a point.</p>
<p><b>Question 1b: If you do not agree with the proposed guidance on control of advertising, please explain why, and include any alternative approaches.</b></p>	<p>Confidential? – N</p> <p>Ofcom should impose the same rules on ad breaks on all platforms to ensure a level playing field. ie maximum of 12 mins per hour and restrictions on content aimed at young persons.</p>
<p><b>Question 2a: Do stakeholders agree with Ofcom's proposed framework for regulating VSP-controlled advertising?</b></p>	<p>Confidential? – N</p> <p>Yes but Ofcom should require VSP's to allow content owners/producers to include their own adverts. Currently YouTube forbids content owners from including their own advertisers. This is anti competitive and is a breach of EU Competition Law Article 101 and 102.</p>
<p><b>Question 2b: If you do not agree with the proposed framework for regulating VSP-controlled advertising, please explain why, and include any alternative approaches for regulating advertising on VSPs.</b></p>	<p>Confidential? – N</p> <p>VPS's like Facebook and YouTube have created anti competitive platforms that take 3rd parties content without any payment to the rights owner and they have inserted advertising and prevented the content owners from selling their own</p>

	adverts.
<p><b>Question 3a: Do stakeholders agree with Ofcom's proposal to designate the ASA as a co-regulator for VSP-controlled advertising?</b></p>	<p>Confidential? – N</p> <p>Yes but smaller advertisers should have to pay to clear adverts before they are run. However the ASA should be able to regulate and take action against either the VPS and/or the advertiser if they have broken the law.</p>
<p><b>Question 3b: If you do not agree that it would be appropriate to designate the ASA as a co-regulator for VSP advertising, please explain why, and include any alternative approaches.</b></p>	<p>Confidential? – N</p> <p>Agree with co regulation.</p>
<p><b>Question 4a: Do stakeholders agree with Ofcom's proposed guidance on non-VSP-controlled advertising?</b></p>	<p>Confidential? – N</p> <p>Yes agree but Ofcom must regularly review the issue.</p>
<p><b>Question 4b: If you do not agree with the proposed guidance on non-VSP-controlled advertising, please explain why, and include any alternative approaches.</b></p>	<p>Confidential? – N</p>
<p><b>Question 5a: Do stakeholders agree with Ofcom's proposed approach to regulating non-VSP-controlled advertising?</b></p>	<p>Confidential? – N</p> <p>Yes agree.</p>

<b>Question 5b: If you do not agree with the proposed approach to regulating non-VSP-controlled advertising, please explain why, and include any alternative approaches.</b>	Confidential? – N

Please complete this form in full and return to [vspreulation@ofcom.org.uk](mailto:vspreulation@ofcom.org.uk)