

Your response

Question	Your response
<p>Question 1: Do you agree with our provisional view that the retention of the stricter rules that apply only to PSB channels is not justified? If not, please explain why.</p>	<p><i>I am concerned. The amount of advertising minutage allowed has substantially increased over recent years. It is not just spot advertising but sponsorship credits and concentration of advertising towards certain programmes/time of day. Furthermore there seems to be little control over the quantity of programme promotions. As a result commercial breaks can be very long. Has there been any research to see how viewers react to the combined effects of commercials and programme promotions?</i></p>
<p>Question 2: Do you have a preference between the proposals under Option 1 and Option 2? If you do not agree with the proposals under either option, please explain why.</p>	<p><i>Is this response confidential? – N</i> I prefer Option 2.</p>
<p>Question 3: In the event that we proceed with Option 1 or 2, we suggest a one-year period before implementation. Do you agree? If not, please explain why.</p>	<p><i>Is this response confidential? – N</i> I agree that there should be at least a one year period before implementation</p>
<p>Question 4: Is there any further information you wish to provide regarding changing the stricter rules in COSTA?</p>	<p><i>Is this response confidential? – N</i> I hope that you also consider the effect of programme promotions. Furthermore are there any controls on the number of times a commercial can be shown? The frequency of some commercials on non PSB channels sometimes appear to be excessive.</p>