

Consultation response form

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>The proposal means relaxing rules for the PSB channels which already have a dominant share of advertising and a gifted advantage in terms of EPG prominence. The proposal will give greater share of impacts to the PSBs making the market even more uncompetitive than currently. The increased supply of impacts will also push down the price that advertisers pay ITV. The pricing of smaller channels is pegged against ITV pricing which means that their pricing will also go down. Survival is a challenge for smaller channels given the high fixed costs of broadcasting and so lower ad pricing is likely to be an existential threat to some.</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>✂</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>✂</p>

Question 4: Is there any further information you wish to provide regarding changing the stricter rules in COSTA?



Please complete this form in full and return to costarules@ofcom.org.uk