

## Your response

| Question  | Your response  |
|---|--|
| <p><b>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.</b></p> | <p><i>Is this response confidential? – N</i><br/>           I do not agree. All advertising on either PSB or non-PSB channel must be kept to a bare minimum. Advertising is an assault to one’s personal sanity.</p>                   |
| <p><b>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.</b></p>   | <p><i>Is this response confidential? – N</i><br/>           My preference would be to reduce all advertising. I record most commercial programs and fast forward through the adverts. They are an insult and of a childish nature.</p> |
| <p><b>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.</b></p>                | <p><i>Is this response confidential? – N</i><br/>           I do not agree. Make it a 10 year test period and then delete all adverts.</p>   |
| <p><b>Question 4: Is there any further information you wish to provide regarding changing the stricter rules in COSTA?</b></p>  | <p><i>Is this response confidential? – N</i><br/>           COSTA rules should be made more strict.</p>  |

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