Title:

Mrs

Forename:

Clare

Surname:

Heyes

Representing:

Organisation

Organisation (if applicable):

Bauer Media

What do you want Ofcom to keep confidential?:

Keep nothing confidential

If you want part of your response kept confidential, which parts?:

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Ofcom should only publish this response after the consultation has ended:

Yes

Additional comments:

Bauer Media has worked closely with the RadioCentre throughout the consultation process.

Having reviewed each of options and their potential impact, we write to confirm Bauer Media fully supports the industry viewpoint expressed by the RadioCentre and the recommendations made by RadioCentre in their submission.

Question 1 (a): Do you consider that Option A should be adopted by Ofcom?:

Question 1 (b): If so, do you wish to comment on Option A?:

Question 1 (c): If not, please explain why. You may wish to respond to this under Question 2 below under ?Alternative approaches?.:

Question 1 (d): Do you have any comments on the rule set for Option A above? If so, please refer to any individual rules by reference to their current rule numbers.:

Question 1 (e): Do you agree with our assessment of the impact, including in relation to equality issues, of Option A on listeners, the radio industry and any other parties?:

Question 1 (f): If not, please explain why, providing any evidence or data you have to support your answer.:

Question 2 (a): Do you wish to suggest an alternative approach in relation to the regulation of commercial communications on radio?:

Question 2 (b): If so please outline your proposals, which should comply with relevant legislation (including the Communications Act 2003, Article 10 of the European Convention on Human Rights and Schedule 1 of The Consumer Protection from Unfair Trading Regulations 2008):

Question 3 (a): Do you consider that Option B should be adopted by Ofcom?:

Question 3 (b): If so, do you wish to comment on Option B? If you responded to the 2009 Code Consultation you may wish to refer Ofcom to your 2009 response.:

Question 3 (c): If not, please explain why. Again, if you responded to the 2009 Code Consultation you may wish to refer Ofcom to your 2009 response.:

Question 3 (d): Do you agree with our approach to the issue of not-for-profit funders? If you responded to the 2009 Code Consultation you may wish to refer Ofcom to your 2009 response on the issue of Public Information Programming.:

Question 3 (e): Do you have any comments on the rule set for Option B. If so, please refer to any individual rules by reference to the proposed rule numbers. You may also wish to outline any further exemptions (to the separation between commercial communications and spot ads) beyond those referred to in the rule set above.:

Question 3 (f): Do you agree with our assessment of the impact, including in relation to equality issues, of Option B on listeners, the radio industry and any other parties?:

Question 3 (g): If not, please explain why, providing any evidence or data you have to support your answer.:

Question 4 (a): Do you consider that Option C should be adopted by Ofcom?:

We believe the possibility of moving towards Option D should be explored after a suitable period of time has lapsed following the introduction of Option C (potentially after a period of up to two years, as suggested by Ofcom).
We are therefore minded to support the immediate implementation of Option C, which would allow for the integration of commercial communications in programming (with the exception of spot advertising), subject to the transparency principle. We believe that this would provide the industry and advertisers with optimal creative and commercial flexibility, whilst also securing sufficient consumer protection.

Question 4 (b): If not, please explain why.:

Question 4 (c): Do you agree with our approach to the issue of additional prohibitions or restrictions? Do you agree with our approach to a proposed review period? In particular do you wish to comment on the criteria which could govern a future review?:

Question 4 (d): Do you agree with our proposed approach prohibiting commercial references in programming primarily aimed at children and the related guidance we propose.:

Question 4 (e): Do you agree with our proposed approach to consumer affairs:

Question 4 (f): Do you agree with our approach to the issue of not-for-profit funders? In particular do you wish to comment on the range of safeguards which would be in place?:

Question 4 (g): Do you agree with our approach to the issue of the selection or rotation of music? In particular do you wish to comment on our proposed approach in relation to the Public File guidelines, and our proposed approach to related Code Guidance, including the issue of appropriate intervals for, and content of, broadcast messages directing listeners to the Public File on stations? websites? You are also welcome to provide comments in relation to the selection or rotation of music in programming primarily aimed at children.:

Question 4 (h): Do you have any comments on the rule set for Option C (above)? If so, please refer to any individual rules by reference to the proposed rule numbers set out above.:

Question 4 (i): Do you have any comments on the discussion on guidance for Option C (above)?:

Question 4 (j): Do you agree with our assessment of the impact, including in relation to equality issues, of Option C on listeners, the radio industry and any other parties?:

Question 4 (k): If not, please explain why, providing any evidence or data you have to support your response.:

Question 5 (a): Do you consider that Option D should be adopted by Ofcom?:

Question 5 (b): If not, please explain why.:

Question 5 (c): If so, do you wish to make any comments about our approach to Option D?:

Question 5 (d): Do you agree with our assessment of the impact, including in relation to equality issues, of Option D on listeners, the radio industry and any other parties?:

Question 5 (e): If not, please explain why, providing any evidence or data you have to support your answer.: