

Product placement consultation – Radio summary.

Option C: Allows the integration of commercial communications and programming (except in relation to spot ads)

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

Yes

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

n/a

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?

The issue of charity promotions prohibiting commercial references would be an unnecessary regulatory burden as the current status quo does not cause any problems in this space.

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.

Yes, provided the programming is explicitly targeting children

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

Yes

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?

Yes

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.

Yes

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.

No

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

No

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?

Yes

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

n/a