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Stewart Purvis  
Partner, Content and Standards  
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By email

21 October 2009

Dear Stewart,

Ofcom Consultation: Proposals for the regulation of video on demand services

The ATVOD Board welcomes this opportunity to respond to this consultation but feels that it has covered the issues under its proposal to be designated as the co regulatory body for the editorial content of on demand programme service providers.

Other points that remain for discussion, such as removing from the proposal on scope the criterion of viewer expectations of regulatory protection and where access services should sit are currently being considered by officials and the Board is happy to allow that process to continue.

Kind regards.

Yours sincerely

Pp Elizabeth Filkin

Chairman  
Association for Television Video on Demand