

Thank you for the opportunity to respond to the DCMS consultation on 'Product Placement on Television', November 2009.

I would like to register an objection to any extension of product placement. From your consultation document and other material I have read on the subject, I am not convinced of the economic benefits and am concerned at the potential harm which could be done, much of it unseen and not appreciated by those affected (including children watching programmes not classified as for children). If additional revenue needs to be generated it should be done openly and transparently and not through blurring the distinction between programming and advertising.

Adrian Barker