

To whom it may concern

I am writing to make my comments on the proposal to relax the present laws about product placements.

I am personally not at all comfortable with these proposals. As a TV licence fee payer, I feel that every viewer should be given the opportunity to express their opinions on this matter. From a legal perspective, I would like to challenge whether any new policy can be implemented without the proper consent of all licence payers, since we have to watch what will be on our screens.

From a personal perspective, I have no wish to see any advertising included in the content of the programmes the viewing public has access to watch. If the real motive behind this is to raise money, it is a motive without integrity. I am very unhappy about any power being given to outside forces within our broadcasting setting. As in most cases where money starts to have a driving force, it will result in compromise of integrity and rightness, which is something the British hold as true.

Thankyou

Yours Faithfully

Gillian Barritt