

Dear Mr Gantry,

I wish to register my objection to the suggestion that product placement be allowed on UK-produced TV programming. This represents the further intrusion of ubiquitous advertising into everyday life, the further intrusion of incidental marketing into culture and entertainment.

Naturally I appreciate that TV programming needs to be funded, but I object to doing this at the expense of a wider cultural shift which increasingly approaches citizens primarily as units for economic growth and economic consumption. Please preserve this small human shelter we have, so that we can all watch TV without being endlessly addressed as consumers and incited to consume more.

Yours sincerely

Rachel