

I write in response to the DCMS consultation.

I am strongly opposed to product placement on any UK television channel.

All previous Westminster legislation has been designed to protect the integrity of services. Spot advertising has been clearly separated from programmes and sponsor credits have been transparent. Therefore viewers can be reasonably confident that nothing they watch has been compromised by commercial considerations.

As a viewer I look to the DCMS and OFCOM to ensure that standards are upheld and safeguards are in place. I urge DCMS will resist any temptation to relax the current restrictions.

Yours truly ~

Nicholas Bull