

Dear Sir

I write as a private individual opposed to television product placement. I hope that, since your deadline has passed only by one day, this e-mail can still be taken into account.

It is clear to me that the government's March 2009 decision is in jeopardy of being overturned. Within the last nine months, what has changed? It would seem unlikely to be the attitude of consumers but rather further lobbying of television companies who stand to make hundreds of millions of pounds each year from product placement. How will they spend this money? Their plea will be that it will enable them to provide better programmes. Can they prove this? Without some clear schedule of what the additional revenue will achieve I believe the government should not give in.

If product placement is expected to boost TV revenues, then those who buy placement expect to increase sales and this will be achieved by influencing programme content. This possibly wouldn't matter much in some programmes; I doubt that the content of a sports programme, for example, could much be influenced. Perhaps drama is marginal, but any news and current affairs programmes could be severely damaged. These programmes already suffer from a higher content of comment to news and could be easily further distorted.

Arguments in favour of defending vulnerable viewers are spurious. We are evidently all vulnerable, or no-one would be lobbying hard to promote product placement.

A decision has already been made, doubtless at the cost of millions and now the process is repeated at a further cost to the tax-payer. I doubt the television companies are in any way contributing to the costs.

Yours faithfully

Jill Curzon