

6 January 2010

Stewart Gandy
Product Placement Consultation
5th Floor
Department for Culture, Media and Sport
2 – 4 Cockspur Street
London
SW1Y 5DH



Dear Mr Gandy,

Uphold the Current Prohibition

I am writing to request that the DCMS upholds the current prohibition of product placement on UK-produced TV programming.

Product placement erodes trust between viewers and producers. It represents an unwelcome extension of advertising into cultural life. And, despite the safeguards being considered, it could easily be used to increase the negative effects of the advertising of alcohol, gambling and unhealthy food, especially among children and young people. With the Government in policy-making and initiative-implementing overdrive to combat child obesity, child poverty and binge drinking, it seems like allowing product placement is cutting off the nose to spite the face; an illogical, myopic and money-making exercise.

Besides these concerns the United Kingdom has a televisual heritage and programming culture of which we should be extremely proud. Television programming produced in this country is of the highest quality and provides an international benchmark and standard, while our programmes are sought after the world over. By allowing product placement this heritage and the UK exemplar will be destroyed with one fell swoop.

In light of these above concerns and those publicly expressed by the BMA, NUT, Church of England, British Heart Foundation and Children's Food Campaign, I urge the Government to abandon its proposals.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'John Douglas', written in a cursive style.

John Douglas