

Dear Sir

As a private citizen I am not keen on product placement on television. I cannot see what it would add to either the quality of programmes produced or to quality of life in Britain. Would it give the public any more useful information or would it just be a means to try to entice us to buy into an image or purchase what we don't really need. I wonder if it will end up with society getting mixed messages e.g. the DOH saying don't eat too much junk food but then never seeing anything but junk food as product placement on TV and it may not just be young children who need protection from product placement. Perhaps teens and parents do too.

I wonder if those companies with lots of money will get their products placed, but will small independents or local businesses be able to participate.

I am not convinced this is the way to go.

Yours sincerely,

Jane Gibbard