

From:

Sent: Friday, 28 March 2008 8:37 p.m.

To: Broadcasting Regulations

Subject: Re: Lobby to change FTA Rules

To whom it may concern

Advertising

There is too much advertising on Television which drives people away from the current TV channels to non commercial entertainment sources. Ad breaks in programmes need to be limited. Sound should not be increased either for Ads.

Prime... should not be controlled by Sky on satellite and should be broadcast on FTA

Sport... Sky should not have all the sport channels and they should be FTA for all to see.

Open air Content

All free to air TV stations that broadcast nationally must be required to provide free to air signals over the new digital broadcast medium

i.e. both Prime and the Racing channel should be required to join freeview

Spectrum allocation

To insure a prompt uptake of digital TV the time to change from analogue to digital should be limited to 3 to 5 years

Thank you

Cliff Raymond