

95 Myall Street  
OATLEY NSW 2223

9 April, 1999

Productivity Commission  
LB2 Collins St East  
MELBOURNE VIC 8003

Dear Sir/Madam,

Re: Broadcasting Enquiry

One of the major gripes I have with the current free to air commercial broadcasters, especially TV, is the excessive number of ads.

I recall a time in the 1960's when ad breaks at most, occurred every 15 minutes and then for no more than 2 minutes. My recollection is that this may have been regulated.

I have frequently noted ad breaks over recent years every 8 minutes, lasting for 3 minutes. By comparison, in Europe ad breaks are far less often and shorter.

As broadcasters do not pay a fee for their right, this issue ought to be regulated to a frequency of no more than 3 times an hour for a maximum of 2 minutes each break. Some flexibility not exceeding the total ad time might be permitted for sports programs.

Yours faithfully,

Guy Yeomans