

*'Working for quality
and diversity in
British broadcasting'*



**Voice of the
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Response from Voice of the Listener & Viewer to DCMS's Consultation on Exemptions to the Video Recordings Act and on Advertising in Cinemas

Voice of the Listener & Viewer (VLV) is an independent, non-profit-making association, free from political, commercial and sectarian affiliations, working for quality and diversity in British broadcasting. VLV represents the interests of listeners and viewers as citizens and consumers across the full range of broadcasting issues. VLV is concerned with the structures, regulation, funding and institutions that underpin the British broadcasting system.

The Voice of the Listener & Viewer welcomes the decision to follow up the Bailey Review suggestions in the area of limiting the exemptions under the Video Recordings Act.

We accept the validity of the Mumsnet research in relation to genres of video which were previously exempt, particularly some music, sport and education (in the field of documentary).

We would therefore support the implementation of Part B, Option 2 in the consultation document, which would lower the exemptions threshold, but without inhibiting creativity in these genres.

4 July 2012

Cover sheet for response to a DCMS consultation

BASIC DETAILS

Consultation title: Exemptions to the Video Recordings Act and on Advertising in Cinemas

To DCMS: AdsExempt@culture.gsi.gov.uk

Name of respondent: Lewis Rudd CBE, Member of VLV Board

Representing (self or organisation/s): Voice of the Listener & Viewer
Address (if not received by email): info@vlv.org.uk

CONFIDENTIALITY

What do you want DCMS to keep confidential?

Nothing	<input checked="" type="checkbox"/>	Name/address/contact details/job title	<input type="checkbox"/>
Whole response	<input type="checkbox"/>	Organisation	<input type="checkbox"/>
Part of the response parts?	<input type="checkbox"/>	If there is no separate annex, which parts?	

Confidentiality Statement No part of this submission is confidential

DECLARATION

I confirm that the correspondence supplied with this cover sheet is a formal consultation response. It can be published in full on DCMS's website, unless otherwise specified on this cover sheet, and I authorise DCMS to make use of the information in this response to meet its legal requirements. If I have sent my response by email, DCMS can disregard any standard e-mail text about not disclosing email contents and attachments.

Name Lewis Rudd CBE 4 July 2012

Signed (if hard copy)