

 <b>Regulatory Policy Committee</b>	<b>OPINION</b>	
<b>Impact Assessment (IA)</b>	Cinema Advertising	
<b>Lead Department/Agency</b>	Department for Culture Media and Sport	
<b>Stage</b>	Final	
<b>Origin</b>	Domestic	
<b>IA number</b>	DCMS053	
<b>Date submitted to RPC</b>	26/02/2013	
<b>RPC Opinion date and reference</b>	26/03/2013	RPC12-DCMS-1357(3)
<b>OITO Assessment</b>	<b>GREEN</b>	
<p>The IA says that the proposal is a deregulatory measure that has a net direct benefit to business (an 'OUT'), with an Equivalent Annual Net Cost to Business (EANCB) of -£0.07m. This assessment appears to be reasonable.</p>		
<p><b>Overall quality of the analysis and evidence presented in the IA</b></p> <p><i>Costs and benefits.</i> The issues raised in our previous Opinion (19/12/2012) relating to profits from increased cinema advertising have been addressed. The IA now explains that there is insufficient evidence to quantify this benefit. While the IA would have benefited from more evidence in this area, we accept that a qualitative description of the impact is sufficient.</p>		
<b>Signed</b>	<b>Michael Gibbons, Chairman</b>	
		