# CMA consultation on ITV advertising

**Response provided by:**

### Question one:

*Do you consider that there are advertisers, or groups/types of advertiser, that will gain from ITV’s proposed change to its time length factors , and if so, please explain.*

Response

### Question two:

*Do you consider that there are advertisers, or groups/types of advertiser, that will lose out from ITV’s proposed change to its time length factors, if so, please explain.*

Answer

### Question three:

*Do you consider that ITV’s proposed change to its time length factors will affect your ability to negotiate a contractual outcome with ITV that you consider to be fair and reasonable?*

Answer

### Question four:

*Do you consider that ITV’s proposed change to its time length factors, which would reduce one part of the difference between Carlton and Granada advertising areas, will affect the benefits of the contract right renewal undertakings for the advertising industry. If so, please explain whether you consider this proposed change should be permitted.*

Answer

### Question five:

*Are there other considerations that the CMA should be aware of in reaching a decision on this issue.*

Answer

***Any further comments:***

Answer