



Ofcom Broadcast and On Demand Bulletin

Note to broadcasters

Call for Evidence: regulating the quantity and scheduling of television advertising on public service channels

Ofcom's Code on the Scheduling of Television Advertising contains rules that apply to the amount and placement of advertising on UK television channels. These restrictions are in place to ensure that viewers are not exposed to excessive amounts of advertising and that the quality of the viewing experience is maintained.

The rules that apply to public service broadcasting ("PSB") channels (Channel 3 services (ITV and STV), Channel 4, Channel 5 and S4C) are stricter than the rules that apply to non-PSB channels. On 15 July 2022, Ofcom published a [Call for Evidence](#), seeking information on how potentially removing these stricter rules may impact audiences, broadcasters and advertisers.

The deadline for responses to this call for evidence is Friday 7 October 2022. The information we receive will inform our consideration of whether to consult on a proposal to remove the stricter rules that apply to PSB channels. If you any evidence you wish to submit you can do so using [this form](#).