

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



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**Voice of the Listener & Viewer's**

**Response to**

**Department for Culture, Media and Sport**

**Consultation on**

**EXEMPTIONS TO THE VIDEO  
RECORDINGS ACT ON  
ADVERTISING IN CINEMAS**

4 July 2012

## **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.

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