

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



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## **SECRETARY OF STATE'S DECISION ON PRODUCT PLACEMENT**

Voice of the Listener & Viewer warmly welcomes DCMS Secretary of State Andy Burnham's decision to continue to ban product placement in programmes made by and for UK television broadcasters. VLV has previously urged (letter attached) Mr. Burnham to stand firm against pleas from the television industry to permit product placement, and on behalf of the television viewers we represent we congratulate him for doing the right thing on a difficult issue.

Said VLV Chairman Richard Lindley:

'Product placement would damage the trust that viewers place in their television programmes, and blur the distinction that has always existed in British television between programmes and the advertising around them. With product placement programmes would increasingly be made not for their value as good programmes but for their ability to sell things to people without saying what they were doing – surreptitious advertising. VLV has every sympathy with television companies trying to find new ways of financing high quality programmes, but product placement should not be one of them.' (ends)

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