

DT032 - Advertising and the BBC

Your Free Country campaign against the BBC licence fee overlooks the need to be free from unwanted advertising. I have stopped watching *Heartbeat* on ITV, a favourite programme, since they increased the number and length of the advertising breaks.

You say (leader, 23 October 2002), that 'the licence fee is an oppression of free speech'. It is a greater oppression to be forced to sit through unwanted advertising in order to see the programme you want.

The BBC saves us from that, though its incessant trailers about future programmes on radio and TV are almost as objectionable. They too are a form of advertising, and should be prohibited as a condition of the BBC licence.

