

To Whom It May Concern

Dear Sir(s),

As President of the British Toy and Hobby Association and CEO of Vivid Imaginations Ltd , one of the leading TV advertisers on GMTV , I am somewhat alarmed at the proposal in the OFCOM Second Public Service Broadcasting Review to merge GMTV and ITV daytime television . The commitment given to children's programming by GMTV for well over a decade has given many toy companies a workable and credible advertising platform without which I am sure our industry would soon decline .

The ITV channel has in recent years demonstrated a poor track record of commitment to children's programming and it is with this in mind that we call upon Ofcom to reject this merger proposal that seems to serve nobody's interests at all .

Yours sincerely ,

Nick Austin
CEO