

[REDACTED]

From: Free TV Australia <noreply@freetv.com.au>
Sent: Monday, 4 November 2024 10:39 AM
To: Code Review
Subject: Free TV Australia "Alcohol and Gambling advertising"

[CAUTION - EXTERNAL]

From: [REDACTED]
Subject: Alcohol and Gambling advertising

Message Body:

Alcohol advertising should in no way be extended beyond what is already available. In addition I would prefer that it is tightened up to exclude both alcohol and gambling advertising from live events (sporting or cultural) that are held at times that children could reasonably expected to be present.

As far as social and all other online media are concerned Gambling and Alcohol ads should be mandated to show an instant skip and/or block option. I'm not interested in them. They won't convince me to take part so forcing me to watch them during my online viewing is a waste of time for the advertiser and just makes it more likely that I'll cancel that channel altogether so other ads that might legitimately hold my interest will be lost on me. Surely it is not beyond the scope of the cookies that get deposited on my browser to know that I have absolutely no interest in some product information and to stop showing me ads that I clearly have no interest in. Media providers could do both their advertisers and viewers a much better service by tailoring their ads better. After all this is at least one of the "claims" they make for the existence of cookies in the first place.

If any part of this submission is of no relevance to FreeTV then do me and your Customers a favour and forward this to PayTV and other online media regulators.

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New feedback has been submitted for Code Review.

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