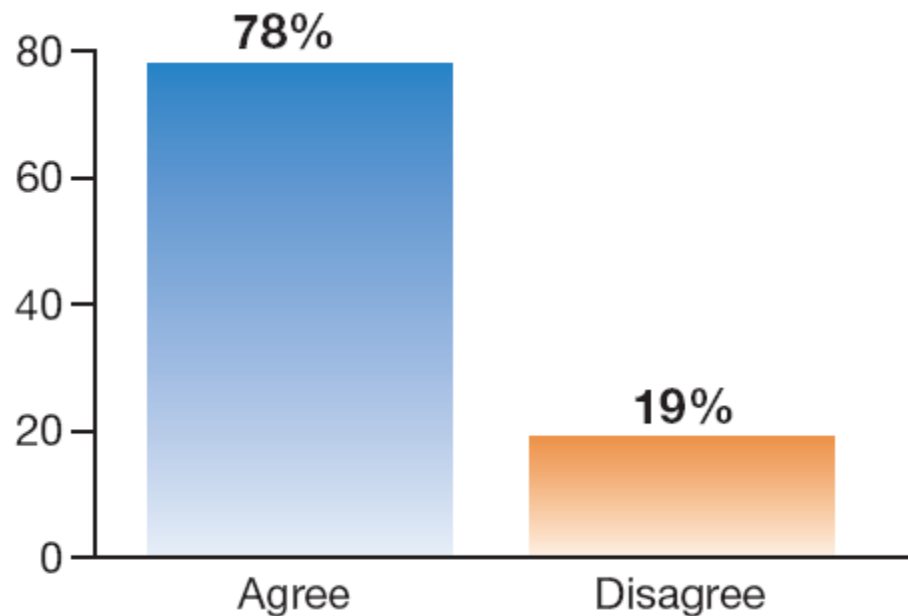


# Advertising Acceptance

An important and perhaps surprising aspect of Free TV advertising is that consumers accept it. People understand that advertising funds the great programming they see on Free TV and consider it to be 'part of the deal'.

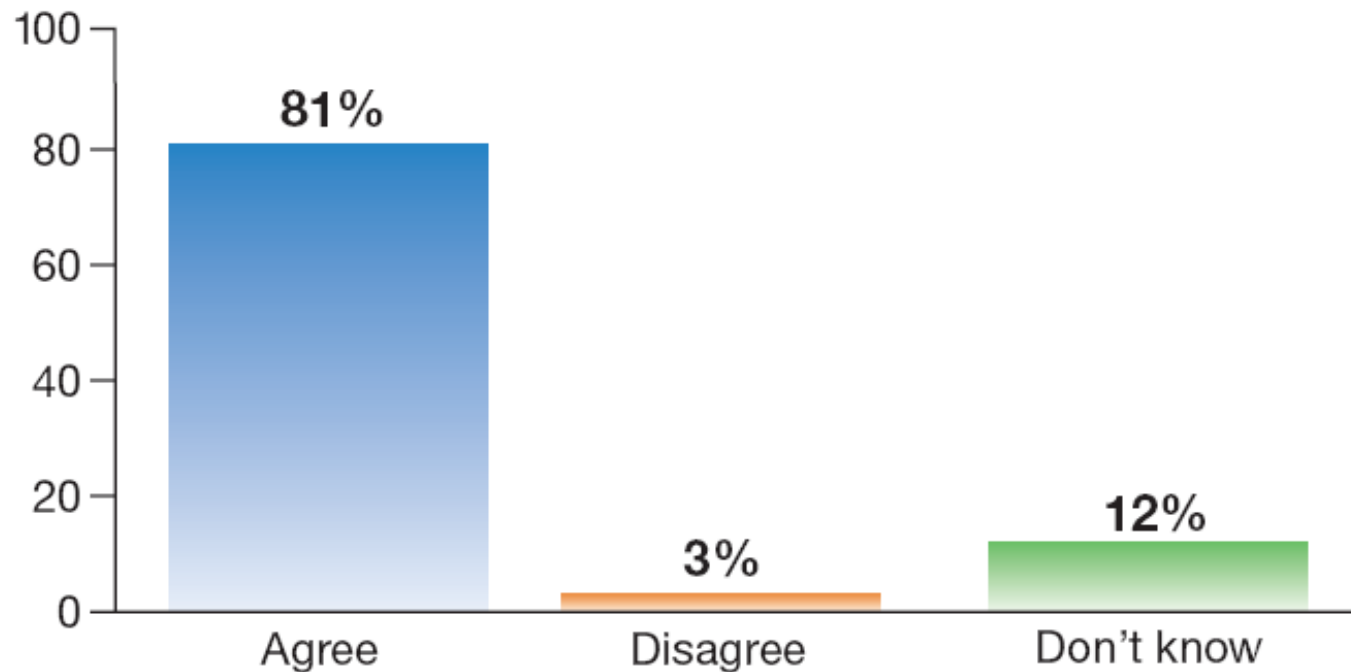
**Some TV ads annoy me but they get their message across**



# Advertising Acceptance - Ads on the Internet

An overwhelming amount of consumers find pop up advertising on the internet intrusive and annoying.

**Pop up ads on the internet are extremely annoying**



# Advertising Acceptance - Ads on Pay TV

Most people find advertising on pay TV contrary to their understanding of what pay TV is. In fact, subscribers are both frustrated and angry about ads encroaching on a service they pay for. This would be expected to seriously impact on the enjoyment and influence of pay TV advertising.

**If you're paying for pay TV, there shouldn't be ads**

