

Briefs: Britain considers curbing TV sponsor limit

Britain's Office of Communications said Wednesday it proposes to extend sponsorship of commercial television channels and radio stations.

Ofcom reported that the majority of people said that existing restrictions prohibiting channel sponsorship were no longer necessary.

It did, however, suggest that no news programs should be privately sponsored, nor should companies currently banned from sponsoring, such as tobacco companies, be allowed to become sponsors.

Consultations between Ofcom and interested parties close April 20.

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