

## Tekst 2

### Paying for the BBC

Sir: As an American who has been living in Britain for many years, I feel compelled to respond to Suzanne Moore's comments on the BBC ("Why do we fund this Bland, Boring, Complacent bunch?", 17 July). The people of Britain should go down on their knees and thank the Lord for the BBC and the licence fee every day.

The most important advantage of a licence-fee funded TV service is the lack of advertisements on the BBC, which also forces the commercial channels to limit the amount of time they devote to ads. The horror of American TV is its commercial breaks about every five or six minutes.

Ms Moore mentions golf. Golf and tennis lend themselves to a high frequency of commercials. But here in the UK, one gets to watch the whole game uninterrupted. It's a dream. Why do you think Americans are not interested in football/soccer? It lacks the intrinsic breaks every few minutes which are the prerequisite for a sport to be viable on untrammelled commercial TV, so no US network has any interest in showing it, or supporting it financially.

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*Surrey*

*'The Independent'*

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- 1p 2 ■ According to Phil Aaronson, American networks do not broadcast soccer matches on TV because
- A Americans are not used to concentrating on such long programmes.
  - B in the United States soccer is not a popular sport at all.
  - C soccer does not lend itself to showing a lot of commercials during matches.
  - D they object to the excessive commercialism of football.