



AKOS

Product placement and sponsorship

Workshop

AKOS, 5.2.2015



- ‘product placement’ means any **form of audiovisual commercial communication** consisting of the **inclusion of or reference to a product, a service or the trade mark** thereof so that it is **featured within a programme**, in return for payment or for similar consideration;
- The creation of PP - American film industry
<https://www.youtube.com/watch?v=wACBAu9coUU>

European Convention on Transfrontier Television (1989)

- surreptitious advertising shall be prohibited

Audiovisual Media Services Directive (2010)

- product placement shall be prohibited
- product placement is allowed under certain conditions

SLO: Law on Audiovisual Media Services (17.11.2011)

- surreptitious audiovisual commercial communication shall be prohibited
- product placement shall be prohibited, unless it is carried out under certain conditions
- if PP not comply with the law - surreptitious audiovisual commercial communication

General act on Product placement and Sponsorship (26.6.2012)

- Adopted by AKOS, detailed explanation of terminology, rules and identification

- films (cinematographic, fiction-documentary)
- series
- sports
- entertainment
- other content, WHEN no payment is involved,
goods and services are of **negligible value** (production props and prizes),
provided for free to be included in the content,
NOT subject to the rules for PP
- NOT allowed in children's programmes, state celebrations and religious broadcasts



- **NOT influence the content** in such a way as to affect the **provider's responsibility and editorial independence**;
- **NOT directly encourage the purchase** or rental of goods or services (in particular special promotional references to goods and services);
- **NOT give undue prominence** to goods or services;
- **viewers are clearly informed** of the existence of PP (appropriately identified at the start, after every break and at the end)

General Act on PP (description and position of the logo):



(Not applied to the content neither produced nor commissioned by the broadcaster itself or a related party).



- **giving Product, Service or Brand (PSB) greater prominence** than to other content in the programme;
- **spotlighting PSB with the purpose of attracting viewer’s attention** (showing or referencing or describing PSB; full-screen, zoom-in, zoom-out or repeating shots of PSB; the manner in which PSB appears or is referenced, which disrupts the natural course of the content);
- **stating or showing the benefits, positive features or effects of PSB or advertising slogans** or their parts which are clearly connected with a certain PSB;
- **stating or showing the contact information** of the supplier of the placed PSB (e.g. address, website, phone number);
- **stating or showing sales details** of the product or service (e.g. price, features, measurements);
- **the absence of a critical attitude** to a certain PSB **in comparison to the presence of other PSB** in the content;
- when a placed PSB does **not fall into the context of the content or stands out** or when the **story or the topic of the content is used for focusing attention** to the placed product.



- production props and prizes,
- their value deemed as negligible compared to the production costs,
- provided for free,
- low market value,
- should not represent any benefit to the provider, producer or a connected person, other than to use them in the programme,
- their brands should not be recognizable or referenced,

NOT subject to the provisions of PP

- **NOT influence the content** in such a way as to **affect** the provider's **responsibility and editorial independence**;
- **NOT directly encourage the purchase** or rental of goods or services (in particular special promotional references to goods and services);
- **Viewers should be clearly informed** of the existence of sponsorship (**sponsorship announcement/sponsorship credits**):
 - name/logo/symbol/sign at the beginning, after breaks and at the end
 - a text informing the viewers on sponsorship agreement ("sponsored by...", "in cooperation with ...", "this show is made possible by ...").

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- in sponsored programs sponsors PSB's are NOT allowed to be placed,
only free of charge provided products of negligible value are permitted to be included in sponsored programs;
 - news and other information programs may NOT be sponsored
 - it is prohibited to promote medicinal products available and issued only by prescription or health care services
only manufacturers and sellers of medicinal products and health care services could be the sponsors and could promote their name or image
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Thank you!

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