

---

STATUTORY INSTRUMENTS

---

**2010 No. 831**

**ELECTRONIC COMMUNICATIONS  
BROADCASTING**

The Audiovisual Media Services  
(Product Placement) Regulations 2010

*Made - - - - 16th March 2010*

*Laid before Parliament 18th March 2010*

*Coming into force 16th April 2010*

THE AUDIOVISUAL MEDIA SERVICES  
(PRODUCT PLACEMENT) REGULATIONS 2010

1. Citation, commencement and interpretation
2. Restriction on product placement in television programme services and on-demand programme services
3. (1) Section 321 of the 2003 Act (objectives for advertisements...
4. (1) Section 324 of the 2003 Act (setting and publication...
5. (1) Section 325 of the 2003 Act (observance of standards...
6. In section 362 of the 2003 Act (interpretation of Part...
7. In section 368H of the 2003 Act (prohibition of product...
8. In section 368R of the 2003 Act (interpretation of Part...
9. In the 2003 Act, after Schedule 11 insert— SCHEDULE 11A...
10. The Welsh Authority  
Signature  
Explanatory Note