STATUTORY INSTRUMENTS

2010 No. 831

The Audiovisual Media Services (Product Placement) Regulations 2010

Restriction on product placement in television programme services and on-demand programme services

3.—(1) Section 321 of the 2003 Act (objectives for advertisements and sponsorship) is amended as follows.

(2) For the heading of the section substitute "Objectives for advertisements, sponsorship and product placement".

(3) In subsection (1)—

(a) for "(g)" substitute "(fa)";

(b) in paragraph (a), after "programmes" insert "and, in relation to television programme services, general provision governing standards and practice in product placement";

(c) omit "and" at the end of paragraph (a);

(d) after paragraph (b) insert—

"; and

(c) in relation to television programme services, may include provision prohibiting forms and methods of product placement (including product placement of products, services or trade marks of any description) (whether generally or in particular circumstances)."

(4) After subsection (3) insert—

"(3A) For the purposes of section 319(2)(fa) the product placement requirements are the requirements set out in Schedule 11A."

(5) In paragraph (a) of subsection (4)—

(a) for "shall," substitute—

"shall—

(i)";

(b) after "sponsorship; and" insert—

"(ii) in relation to television programme services, have a general responsibility with respect to methods of product placement; and".

(6) In subsection (5)—

(a) omit "and" at the end of paragraph (a);

(b) after paragraph (b) insert—

"; and

(c) the forms and methods of product placement that should not be employed in the provision of a television programme service (including the descriptions of

products, services or trade marks for which product placement should not be employed).”

(7) In subsection (8), at the end insert “(except in the expression “television programme service”)”.