
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

5.—(1) Section 325 of the 2003 Act (observance of standards code) is amended as follows.

(2) In subsection (4)—

- (a) in paragraph (a), for “and the sponsorship of programmes” substitute “, the sponsorship of programmes and product placement”;
- (b) in paragraph (b), for “and sponsorship” substitute “, sponsorship and product placement”.

(3) In subsection (5)—

- (a) omit “and” at the end of paragraph (b);
- (b) after paragraph (c) insert—

“; and

- (d) in the case of a television programme service, the forms and methods of product placement to be excluded from the service (including descriptions of products, services or trade marks product placement of which is to be excluded) (whether generally or in particular circumstances).”