



# Product placement

Basic characteristics  
and the rules of use  
in Czech Television and TV Barrandov



## »» PRODUCT PLACEMENT | **Basic Conditions**

- Product Placement is permitted in connection with the adoption of the Audio-Visual Media On-Demand Services Act, effective from 1.6.2010
- Product Placement is a new format of commercial presentation which means **placing products and services** to broadcasting in the following areas, except for news and children's programmes:
  - in cinematographic works
  - in films and series created for TV broadcasting
  - in films and series created for audio-visual media services (internet)
  - in sports programmes
  - in entertainment programmes
- The subject of the presentation must not be **cigarettes or other tobacco-related products and medicinal preparations** available upon prescription



## »» PRODUCT PLACEMENT | **Basic Limitations**

- It is not permitted to **urge directly the purchase or lease** of the goods or services, in particular by mentioning the goods or service for their promotion
- The product or the service must not be **emphasized inappropriately** in programmes and they should be **set in context adequately** so that they are a natural part of the real environment
- Examples of urging purchase and inappropriate emphasizing of the product :
  - unjustified mentioning of the product beyond the scope of the plot context with the aim of drawing attention to and raising the viewers' interest in the product
  - pointing out and praising the product's qualities
  - unnatural accumulation of occurrence of one product
  - stating contact details (address, website, tel.number) of the product seller or service provider
  - emphasizing the product by visual aids (product details without apparent dramaturgic-directional justification)

## ▶▶ PRODUCT PLACEMENT | Programme Marking

- According to the respective Act no. 231/2001 Sb. programmes that contain Product Placement **must be marked distinctly at the beginning and at the end** as containing product placement so that viewers cannot be misled regarding the nature of the programmes
- According to the recommendations of the Council for Radio and TV Broadcasting, programmes should be marked with an **icon** as follows:
  - stating the abbreviation PP as indicating Product Placement
  - white letters on a black background
  - time of placement for at least 5 seconds in the lower right-hand corner of the screen
  - size of placement at least 15% of the screen
  - marking the programmes should not contain any particular mention of the placed product or the company ordering the placement
- The purpose of the marking is to warn viewers of the fact that while watching the programme they will be subject to commercial messages, whose aim is to **affect their consumer behaviour**



## ▶▶ PRODUCT PLACEMENT | Advantages

- Unforced form of brand presentation with high degree of subliminal perception
- High rating compared to presentation of a film in cinemas
- Shorter time from realization to broadcasting
- Possibility of long-term cooperation (cycle, series)
- Possibility of increasing impact thanks to programme sponsoring, standard advertisement or caption sponsoring
- Precise focus on the respective target group
- Realization of an extensive advertising campaign possible
- Connection with a VIP personality and identification with a favourite hero
- Possibility of creative setting of the product to the programme
- Immediate and effective visualization of products
- Increasing brand awareness, presenting a new product and reinforcing the company image
- Approaching a viewer through emotions

## ▶▶ PRODUCT PLACEMENT | **Methods of Fixing Price**

- **Basic criteria** for fixing price for Product Placement:
  - programme ratings
  - possibility of identifying a product (dominant / non-dominant shot)
  - form of product placement (active / passive use)
  - length of shots with the product
  - frequency of shots with the product
  - verbal introduction (verbal mention, independent price item)
  
- **Other criteria** for fixing price for Product Placement:
  - connection with the main character or with a VIP person
  - key role of the product in the programme
  - emotional impact



## »» PRODUCT PLACEMENT | Method of Fixing Price

Basic  
unit price



Dominant shot of 3 seconds  
with passive use

Length of a dominant shot of 3 seconds is the **minimum shot time**.

The other forms of PP are derived from the unit price, their price is fixed according to **coefficients**.

**The coefficients for other forms of placements that can be combined at will:**

Non-dominant product shot	0.70
Active use of product	1.50
Verbal mention of product (independently, 3 sec.)	1.00
Acknowledgement, or logo in titles	0.30
Logo on the stage (in entertainment programmes)	1.00
Length of shot 4-8 sec.	2.00
Length of shot 9-15 sec.	3.00
Length of shot 16 sec. and more	to be agreed

## ▶▶ PRODUCT PLACEMENT | Examples of Fixing Price

Basic unit price = CZK 100,000 (model example)

- **Dominant shot with active use:**  $\text{CZK } 100,000 \times 1.50 = \text{CZK } 150,000$
- **Non-dominant shot with active use:**  $\text{CZK } 100,000 \times 0.70 \times 1.50 = \text{CZK } 105,000$
- **Dominant shot with verbal mention:**  $\text{CZK } 100,000 + \text{CZK } 100,000 \times 1.00 = \text{CZK } 200,000$
- **Non-dominant shot with verbal mention:**  
 $\text{CZK } 100,000 \times 0.70 + \text{CZK } 100,000 \times 1.00 = \text{CZK } 170,000$
- **Dominant shot with active use and verbal mention:**  
 $\text{CZK } 100,000 \times 1.50 + \text{CZK } 100,000 \times 1.00 = \text{CZK } 250,000$
- **Non-dominant shot with active use and verbal mention :**  
 $\text{CZK } 100,000 \times 0.70 \times 1.50 + \text{CZK } 100,000 \times 1.00 = \text{CZK } 205,000$
- **Dominant shot of 8 sec. with active use:**  $\text{CZK } 100,000 \times 1.50 \times 2.00 = \text{CZK } 300,000$
- **Non-dominant shot of 12 sec. with active use and verbal mention (6 sec.):**  
 $\text{CZK } 100,000 \times 0.70 \times 1.50 \times 3.00 + \text{CZK } 100,000 \times 1.00 \times 2.00 = \text{CZK } 515,000$



**Verbal mention is always calculated independently**

## »» PRODUCT PLACEMENT | Definition of Basic Terms incl. Examples

### ▪ DOMINANT SHOT

Direct foreground shot of the product so that the product takes up most of the TV screen and is immediately identifiable by viewers

### ▪ NON-DOMINANT SHOT

Indirect shot of the product in the background so that the product takes up a smaller part of the TV screen and is a natural part of the shot and not distracting (viewers do not have to notice it at all)

Dominant shot



Non-dominant shot



## »» PRODUCT PLACEMENT | Definition of Basic Terms incl. Examples

### ▪ ACTIVE USE OF PRODUCT

Product (service) is actively used within the story

Example 1: the main character refreshes himself with a bottle of mineral water

Example 2: the main character uses a mobile phone, the brand of which is easily identifiable

Example 3: a car is used actively as a means of transport (not as background)

Example 4: the main character eats a dessert that he/she ordered and said its name directly

Example 5: when paying in a shop, a payment card is used with the provider's clear identification

Example 1 (dominant)



Example 3 (dominant)



Example 5 (dominant)



## ▶▶ PRODUCT PLACEMENT | Definition of Basic Terms incl. Examples

### ▪ PASSIVE USE OF PRODUCT

The product (service) is a static part of the story and it is not handled actively

Example 1: static placement of a drinks bottle on a table (e.g. in a sports studio, talk show, etc.)

Example 2: the product is a natural part of the story (building, shop, home appliances or kitchenware, etc.)

Example 3: a car is used passively (e.g. parked in the street where the main characters are walking, etc.)

Example 1 (non-dominant)



Example 2 (non-dominant)



Example 3 (dominant)





## ▶▶ PRODUCT PLACEMENT | Definition of Basic Terms incl. Examples

### ▪ VERBAL MENTION

Verbal mention is understood not only as stating a brand, a producer or service, but also stating the basic characteristic features that identify the brand, producer or service

Example 1: In a magazine about housing, a brand name of recommended roofing can be uttered (Programme presenter: "And for the roof we used Tondach roof tiles as they met our requirements best.")

Example 2: a customer in a shop first points at the selected chocolate, then there is a close-up shot of it that easily identifies the brand and then the customer orders it: "I'd like the milk one with big nuts, please."



## ▶▶ PRODUCT PLACEMENT | **Contacts**

Detailed conditions of every use of a product or service should always be consulted with Media Master:

**Media Master, s.r.o.**

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