

Conditions of Product Placement in Czech Television programmes – applicable to all CT channels

These conditions for Product Placement in Czech Television programmes govern the rules for the Product Placement in programmes on all channels operated by Czech Television, i.e. ČT1, ČT2, ČT24 and ČT4.

The general regulation of Product Placement is contained in the Act no. 231/2001 Col., on Radio and Television Broadcasting Operation and Amendments to the Other Acts, as amended.

Definition of Product Placement:

Product Placement is any placing products, services, trademark, related to the product or service, or mention of the product and service, to broadcasting.

Programmes categories acceptable for Product Placement:

- a) Cinematographic works, films and series created for TV broadcasting, films and series created for audio-visual media services (internet), sports programmes, entertainment programmes, except for news and children's programmes
- b) All programmes in case of providing the goods or services without charge, particularly properties or prices for competitors, to broadcasting

Products inaccessible to be placed in programmes:

- a) Cigarettes or other tobacco-related products
- b) Products of persons whose main area of activity is the production or sale of cigarettes or any other tobacco products
- c) Medicinal preparations and medical treatments available upon prescription only (in Czech Republic)

Basic limitations for Product Placement:

- a) 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
- b) 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)

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. Programmes should be marked with a graphics icon stating the abbreviation PP as indicating Product Placement, or with other acceptable means.

Procedure related to the conclusion of a contract:

Detailed conditions of every use of a product or service in programmes should always be consulted individually with Media Master. These conditions will be resulted from the product and programme character and will respect all legal requirements for Product Placement.

These conditions for Product Placement in programmes on Czech Television are valid as of June 1st, 2010.