

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

These conditions for sponsorship of Czech Television programmes govern the rules for the sponsoring of broadcasting and programmes on all channels operated by Czech Television, i.e. ČT1, ČT2, ČT24 and ČT4.

The general sponsoring regulation is contained in the Act no. 231/2001 Col., on Radio and Television Broadcasting Operation and Amendments to the Other Acts, as amended, special regulation of sponsoring is contained in the Act no. 40/1995 Coll., on Regulation of Advertising, as amended.

1. Definition of sponsoring:

Sponsoring is any contribution provided to direct or indirect financing of programmes or shows with the object of promoting the name of the sponsor, his or her trademark, products, services, activities or his or her public image.

2. Means of sponsoring:

- a) **Sponsoring of a show** – a show is an animate picture sequence with or without sound, content, form or function representing a closed complex of broadcasting and it is an individual part of a programme.
- b) **Sponsoring of a programme** – information on sponsoring of a programme may be indicated as so-called further parts of broadcasting, which are mainly advertising, teleshopping, trials of broadcasts and information of the operator of broadcasting regarding their accompanying products directly diverted from their own shows, introduction of shows, through sound or image introducing or separating broadcasting of business announcements (especially jingles separating advertising, teleshopping and self-promotion) and other programme punctuation.

3. Announcement of sponsoring:

- a) The announcement on **sponsoring of shows** must always precede the beginning of the show and further during the course of, or at the end of the show; reporting and politically-journalistic programmes cannot be sponsored.
- b) Introduction of announcing of a **sponsored programme** is only limited by a ban on broadcasting within the trailers for a programme (but not before and after trailers for a programme) and by a ban on broadcasting during the course of the programme and immediately before start or after the end of a programme; the sponsor of the programme must always be introduced at least by their name and main area of activity (e.g. Vodafone Czech Republic a.s., mobile services provider).

4. Limitations regarding subjects of sponsors:

- a) A sponsor may be a legal or natural person. Shows and programmes must not be sponsored by persons whose main area of activity is the production or sale of cigarettes or any other tobacco products and the production or leasing of products or the providing of services which are legally banned from being a subject to advertising.
- b) For the sponsoring of shows and programmes by persons whose subject of activity includes the production or distribution of medical substances or treatment procedures, medicines or treatment procedures bound in the Czech Republic to medical prescription must not be promoted.
- c) Shows for minors must not be sponsored by persons whose subject of activity includes the production or sale of alcoholic beverages.
- d) When selecting a sponsor, their suitability with respect to content, and/or orientation of the sponsored show must be considered. The sponsor must not influence the content or timing of the show or other parts of broadcasting.

5. Limitations regarding content of sponsored shows and programmes:

- a) Sponsored shows or programmes must not directly urge purchase or lease of goods or services, especially by particular mentioning the goods or services with the object of promotion.
- b) The sponsor's message must not contain information on pricing or on comparison of beneficial features of the brand, product or performance in comparison with its competition, evaluation of the merits of the brand, product or performance, advantages related to its use or purchase.
- c) The sponsor's message must not contain in relation to the sponsor, their products or performance any superlatives or comparisons, which might position the client's brand, product or performance above other products, brands or performances.

Examples of impermissible use:

You are invited to watch the show by XY, the only vacuum-cleaner with a five-year guarantee.

This show is sponsored by AB yoghurt. Available for only CZK 7.50.

This show is sponsored by AB yoghurt. Only 0.1% fat and no sugar.

You are invited to watch the show by AB, the brand with the tastiest bakery products.

Furthermore, the sponsor's message must not include any date referring to individual sales events. The date may only be expressed with events of a broader but purely commercial purpose.

Examples of permissible use:

This show is sponsored by Engineering Trade Fair, Brno, 18. – 22. 9. 2006.

6. Ways of promoting sponsors in the announcement of sponsoring (sponsor's messages):

- a) The sponsor's promotion is made through the name, image symbol (logo) or any other trademark of the sponsor which is especially understood as a connotation to their products, services or to its characteristic feature. When sponsoring a programme, the name of the sponsor and the main subject of activity of the sponsor must be specified. The sponsor's message must be clearly shown to be sponsoring either through accompanying sound (voice-over) or through text information (subtitle).
- b) The upper left part of the screen is designated for the identification of the broadcasting entity (logy type).
- c) The promotion of the sponsor or services, the advertising of which is governed and regulated by the Act no. 40/1995 Coll. must not be in conflict with this legal regulation.
- d) The sponsor's promotion must not be of an advertising nature. The basic reason for sponsoring is the creation of a good name and the goodwill of the sponsor. Hence the sponsor's message may contain promotion of the sponsor, product and service, even with connotation to his products, services and their characteristic feature, and also through a slogan, i. e. through a word combination characterizing the sponsor, his product or service, which may, but does not have to be, a trademark of the sponsor.
- e) The sponsor's message may contain connotation to a particular show, which is being sponsored, both in text and image parts. The sponsoring announcement must not be formulated so that the viewer may be under the impression that the show was produced by the sponsor.

Examples of inadmissible use:

- „This show is brought to you by...”
 - „This show was prepared by...”
 - „This broadcast is presented by...”
- f) The sponsor's message must contain information primarily of informative character, no promotional information or information about offers, challenges and incite to buy and consume, notes regarding quality, price and/or comparison with other similar products or services, advantages, merits of use, means of distribution, opportunity to purchase, information on sale and particular promotional offers etc. These requirements for the content of the sponsor's message apply to the sound and image part of the sponsor's message, the character of the sponsor's message is evaluated according to its final interpretation. The soliciting character of the sponsor's message may affect the depiction of the visual part of the sponsor's message by promotional procedures with dominating dynamic part of a visual part of the promotional message, i.e. persuading process, which contains an incentive upon the viewer to purchase or consume. The sponsor's message thus must not contain any direct persuading process, which would audibly or visually lead the viewer primarily to the realization of the qualities of the product so that the viewer would find the product necessary to purchase. The sponsor's message in its complex interpretation must not incite purchase or consumption, the main theme must not be promotion of a product or service, the object of which would be to persuade the spectator to purchase or consume, the prime objective must be informing the viewer of the existence of the product or service.
 - g) In the case of sponsoring from manufacturers or distributors of non-prescription medicines and food additives, the sponsor's message must contain the visible text “non-prescription medicine”, “food additive”, “nutrition additive”, “food for special nutrition” or other exact specification of humane treatment agent (given by the composition of the product). The screen may show packaging (product, label) in its sold form (i.e. with all the details), all information from the packaging or label must remain listed only as a part of the packaging (that also applies to the active substances). The packaging or the label, however, must not contain any promotional message (e.g. special packaging 30% extra for free etc.).
 - h) The sponsor's message may only show such contact information which refers to more detailed information on the sponsor, but it does not state sales locations or marketing events. Such a contact message may be a teletext page or a web address. The sponsor's message must not contain the address of sales locations of the sponsor or their phone numbers. However, the link to web or teletext pages must not contain evaluation or provocation to purchase the product or performance.

Example of inadmissible use:

This show is sponsored by AB jogurt. www.nejlepsijogurty.cz.

7. Forms of sponsoring:

- a) The sponsor's message must not contain evaluating criteria of the sponsor (product, service, company) in the form of superlatives or comparisons.
- b) The sponsor's message must not contain sound or visual clips from the sponsored show.
- c) The sponsor's message may be animated and with sound (sponsoring of shows and programmes).
- d) The sponsor's message may only last 15 seconds.
- e) The sponsor's message must always be placed before the show and further during the course of the show or after the show, i.e. within the show always a total number of two sponsor's messages (a single sponsor's message cannot be placed, e.g. before the show).
- f) Injecting in the show can only take place in the case that the show is at the same time sponsored (injecting cannot be used individually without sponsoring).
- g) All sponsor contributions are requested to be delivered only in SD 16:9 anamorphic mode format (Full Height Anamorphic). Any deformation of shape resulting from conversion of formats is not permissible.

8. Required titles:

Each sponsor's message must contain a clear title (text information), which must clearly specify that it is sponsoring. The title must be displayed in such a manner to be easily read and identified by the viewer. The title may be replaced by audio sound (voice-over, see clause a, sec. 6). The content of the title differs depending on the form of sponsoring used:

SPONSORING OF SHOWS

- a) Classic sponsoring message (e.g. a film, series etc.) must contain title "Show sponsor"
- b) Injecting must contain the title "Show sponsor".

SPONSORING OF A PROGRAMME

- c) Presenting a sponsor before or after a trailer must contain the title "Programme sponsor" and the trade name of the company and its main business activities.
- d) Presenting a programme sponsor before the time announcement of the news and current affairs programmes must contain the title "Program sponsor" and the trade name of the company and its main business activities.
- e) Presenting a sponsor within the advertisement break and time announcement in the advertisement break must contain the title "Programme sponsor" and trade name of the company and its main business activities.
- f) Presenting a sponsor before the ident must contain the title "Programme sponsor" and the trade name of the company and its main business activities.

The programme sponsor (par. 53, sec. 5) must not be directly linked to the show – there must be a compulsory separator (jingle or music) of a minimum duration of 2 seconds between the sponsor's message and the show.

9. Specific provisions for individual forms of sponsorship:

Presenting the programme sponsor before or after a trailer

- The sponsor must not be presented within the trailer, but only before or after the trailer
- In the case of a group of sponsor messages a common name "Programme sponsors" may be presented, but each sponsor must be listed including the trade name of the company and its main business activities.

Presenting the programme sponsor before the time announcement at news and current affairs programmes

- The sponsor's message may contain sound and may be static or animated
- Organization within broadcast: jingle (2 sec.) → sponsor's message (without clock) → time announcement → news

Presenting the programme sponsor within advertising jingle and time announcement at the advertising jingle

- Organization within broadcast: jingle (2 sec.) → sponsor's message (5 sec.) within all advertising jingle → adv. block

Presenting the programme sponsor before ident

- Organization within broadcast: jingle (2 sec.) → sponsor's message (5 sec.) → ident



Sponsoring of the programme Dobré ráno (ČT1)

- In the case of a classic sponsor's message before and equally after the programme, the title "Programme sponsor" must be presented.
- In the case of a sponsor's message at service information (weather forecast, traffic), the title "Programme sponsor" must be presented together with the trade name of the company and its main business activities and the organization within the broadcasting is as follows: jingle (2 sec.) → sponsor's message → service information

The proposal (storyboard) and completed sponsor's message are subject to final approval by Czech Television and constitutes a part of the sponsoring contract.

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