

**REGULATION  
OF THE NATIONAL BROADCASTING COUNCIL**

of July 6, 2000,

**CONCERNING SPONSORSHIP OF PROGRAMMES  
AND OTHER BROADCASTS.**

(Official Journal „Dz. U.” of August 9, 2000)

Under Article 17 paragraph 8 of the Broadcasting Act of December 29, 1992 (Official Journal “Dziennik Ustaw” of 1993, No. 7, item 34; of 1995, No. 66, item 335 and No. 142, item 701; of 1996, No. 106, item 496, of 1997, No. 88, item 554 and No. 121, item 770, of 1999, No. 90, item 999, as well as of 2000, No. 29, items 356 and 358), the following is hereby ordered:

**§ 1.1** Subject to provisions of § 3 subparagraph 3 and § 4 subparagraph 1, sponsor credits may not be shown during the transmission of a programme.

2. Sponsor credits may not have a nature of advertising as defined by Article 4 item 6 of the Broadcasting Act of December 29, 1992.

**§ 2.** 1. A single identification of the sponsor may not exceed 8 seconds in the case of one sponsor, 16 seconds in the case of two sponsors and 24 seconds in other cases.

2. A sponsor credit may be included in the trailer of a programme. The trailer of a programme with a sponsor credit may be transmitted exclusively before the first transmission of this programme by the broadcaster, not more than 10 times during a television programme service and not more than 20 times during a radio programme service.

3. A sponsor credit may be included in the trailer of a given programme before a repeated transmission of such a programme if:

- 1) the said programme was transmitted earlier only as a not sponsored broadcast, or
- 2) the repeated transmission of the same programme by the broadcaster takes place on the basis of a sponsorship agreement other than that on the basis of which the broadcaster transmitted the given programme as a sponsored programme for the last time, and provided that a year has elapsed since then.

**§ 2a.** 1. Sponsor credits must not include any sound or visual extracts from an advertising message originating from a sponsor, with which the sponsor is associated, that might make it difficult to distinguish the sponsor credits from the advertising message.

2. Sponsor credits should contain the word "sponsor" in the right case and number as well as a clear identification of the sponsored programme.

3. In case the sponsor is identified only visually, the text containing the word "sponsor" in the right case and number as well as the clear identification of the sponsored programme should occupy a surface that accounts for not less than one fourth of the screen in such a manner so that the text stands out against the background of the surface, is visible, legible, motionless and placed horizontally.

4. Subparagraph 3 shall not apply in the case specified in § 3 subparagraph 3.

**§ 3.** 1. If a programme or other broadcast is sponsored by way of providing goods or services used for its production, the credits regarding the origin of the goods or services may be given exclusively at the end of the transmission of the programme or other broadcast.

2. The provisions of § 2 subparagraph 1 shall apply accordingly to the credits referred to in subparagraph 1.

3. If a programme or other broadcast is sponsored by way of providing services that consist in measurement of time or processing of data, the sponsor credits may be provided exclusively at the time of presenting the results, time or data processing to the extent justified by the purpose of presenting the said information. The sponsor credits may be transmitted no longer than for 8 seconds and its size may not take up more than 1/16 of the television screen.

**§ 4.** 1. In the case of sponsorship of a programme or other broadcast by way of providing prizes for the participants of a contest, game or another form of competition, two references to the sponsor who supplied the prizes and an indication of the name of the goods or services constituting the prizes are allowed during the transmission time of the programme or other broadcast. The provision of § 2 subparagraph 1 shall apply accordingly.

2. The prizes, referred to in subparagraph 1, may not be products or services, the advertising of which is prohibited.

**§ 5.** 1. The broadcaster shall keep records of sponsored programmes and other broadcasts.

2. The records of sponsored programmes and other broadcasts shall include the following information:

- 1) title of the programme or designation of other broadcast,
- 2) type of the programme,
- 3) transmission date,
- 4) duration and starting time of transmission of the programme or other broadcast,
- 5) name of the sponsor and its core business,
- 6) number of transmitted trailers containing the sponsor credits, along with the indication of the date and hour of the transmission.

3. The broadcaster shall retain the records, referred to in subparagraph 1, for a period of one year from the end of the calendar year in which the transmission of the programme or other broadcast took place.

**§ 6.** The Regulation shall take effect on the date of promulgation.