

REGULATION
OF THE NATIONAL BROADCASTING COUNCIL
of 30 June 2011
concerning detailed conditions of product placement

Pursuant to Article 17a paragraph 9 of the Broadcasting Act of 29 December 1992 (official journal „Dz.U.” of 2011, No. 43, item 226, as subsequently amended¹), the following is hereby ordered:

§ 1.

The Regulation determines:

- 1) the detailed conditions of identification of programmes that contain product placement by the broadcaster, including:
 - a) the specimen of the graphic sign informing about product placement, applicable to the broadcaster of a television programme service,
 - b) the form of the acoustic signal informing that the programme contains product placement, to be used by radio broadcasters;
- 2) the manner of keeping and storing the register of programmes that contain product placement by the broadcaster;
- 3) the scope of data to be entered in the register referred to in subparagraph 2.

§ 2.

1. The broadcaster of a television programme service shall identify programmes that contain product placement by a graphic sign.
2. The broadcaster shall insert the graphic sign defined in Appendix No. 1 to the Regulation at the beginning of a programme and when the programme resumes after an advertising or teleshopping break.
3. The broadcaster shall insert the graphic sign defined in Appendix No. 2 to the Regulation at the end of the programme and throughout the duration of closing credits.
4. Any identification of a programme by the graphic sign shall not be shorter than 4 seconds and shall cover not less than 5% of the surface area of the screen.

§ 3.

1. The broadcaster of a radio programme service shall identify programmes that contain product placement by an acoustic symbol.
2. The acoustic symbol referred to in subparagraph 1 shall be inserted at the beginning and at the end of the programme as well as when the programme resumes after an advertising or teleshopping break.
3. The acoustic symbol referred to in subparagraph 1 shall be in the form of a voiced-over text with the following wording:
 - 1) "*audycja zawiera lokowanie produktu*" [this programme contains product placement], if the acoustic symbol is inserted at the beginning of the programme or when it resumes after an advertising or teleshopping break;
 - 2) "*audycja zawierała lokowanie produktu*" [this programme contained product placement], if the acoustic symbol is inserted at the end of the programme.

§ 4.

1. The broadcaster shall keep a register of programmes referred to in § 2 subparagraph 1 and § 3 subparagraph 1.
2. The register referred to in paragraph 1 shall contain the following data:
 - 1) title and type of programme;
 - 2) date of transmission, hour of beginning and duration of the programme;
 - 3) name of an entity placing a product and name of placed product, in case of programmes produced with participation of the broadcaster or on its order.
3. The broadcaster shall store the register referred to in subparagraph 1 for the period of one year from the end of the calendar year in which the programme was transmitted.
4. The broadcaster may keep the register referred to in paragraph 1 in an electronic format.

§ 5.

The Regulation shall take effect after 14 of its promulgation.

¹ Amendments to the consolidated text of the Act were promulgated in official journal "Dz. U." of 2011, No. 85, item 459, No. 112, item 654, No 153, item 903 and No. 160, item 963.

Appendix No. 1

AUDYCJA ZAWIERA LOKOWANIE PRODUKTU

Appendix No. 2

AUDYCJA ZAWIERAŁA LOKOWANIE PRODUKTU