# [GB] Radio Authority Code on Advertising and Sponsorship Revised

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The Radio Authority's Code of Advertising Standards and Practice and Programme Sponsorship has recently been revised. The rules on a wide variety of topics have been amended. Changes have been made with respect to: copy clearance; betting and gaming; premium rate telephone services; financial and medical advertising; introduction agencies and prohibited sponsors.

The Authority has consulted the industry on the changes which were made in the light of two considerations: changing circumstances within the industry and the need for further clarity as regards particular topics.

The Advertising Standards Authority Code has also been revised recently whilst both the Independent Television Commission and the Independent Committee for the Supervision of Standards of Telephone Information Services are reviewing their Codes. The Independent Television Commission (ITC) is particularly concerned about food advertising. (David Goldberg, School of Law, University of Glasgow)

***Radio Authority Code of Advertising Standards and Practice and Programme Sponsorship.***

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