[GB] Advertising Sales Arrangement Rules Revised

IRIS 2001-6:1/15

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From 17 May, new Independent Television Commission (ITC) regulations concerning airtime sales arrangements and certain types of share deals are in force. The aims of the revision are to "provide a more streamlined approach to regulation in this sector," to bring "the ITC's rules into line with the Competition Commission's decision [...] regarding further consolidation of ITV ownership" and to "help establish a more competitive market".

Some of the pre-existing rules have been relaxed or amended and there are several new prohibitions, e.g. on joint selling by Granada and Carlton (ITC licensees) and on the two London Channel 3 licensees selling their airtime jointly.

The new rules were devised following the publication of a November 2000 Consultation Paper on "Airtime Sales Arrangements and Share Deals." The main proposals, as detailed in the Introduction to that Paper are: (a) to allow joint selling arrangements for national airtime; (b) abolish the regulatory limit on Net Advertising Revenue share; (c) abolish requirements for prior written consent for joint sales arrangements involving regional Channel 3 licensees, and (d) to maintain a prohibition of joint selling arrangements between Carlton Communications and Granada Media.

"ITC Publishes Revisions to Rules on Advertising Sales Arrangements", ITC Press Release 25/01, of 17 May 2001

Revisions to ITC Rules Regarding Advertising Sales Arrangements

Results of the ITC's Consultation on Advertising Sales Arrangements and Share Deals

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