

[MT] New Rules for Immovable Property Programmes

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Following a consultation process carried out by the Broadcasting Authority at the beginning of this year (see IRIS 2007-5: 15) and after having gone through the feedback it received, the Authority is requesting programmes concerning immovable property to conform, with effect from 1 October 2007, to the following:

- a) The programme in question does not contain surreptitious advertising;
- b) No logos or shop fronts of estate agents may be shown during the programme;
- c) The person who describes the immovable property should not be an employee or a representative of an estate agency;
- d) The specific location and the name of the street, square, road etc. where the immovable property is situated shall not be identified at any stage of the programme, either visually or orally. It is, of course, permitted to refer to the city, town or village where the property is situated;
- e) No mention of the immovable property's price shall be allowed.

Broadcasting Authority Interpretation concerning Immovable Property Programmes

[http://www.ba-malta.org/CIRCULARS/2007/8.7.24 Immovable%20Property.pdf](http://www.ba-malta.org/CIRCULARS/2007/8.7.24%20Immovable%20Property.pdf)

