[BE] Flemish Regulator Accepts Logo for Product Placement

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The new Flemish Media Decree of 27 March 2009, which entered into force on 1 September 2009, allows product placement in the programmes and under the conditions stipulated in the Audiovisual Media Services Directive (Articles 98-101). Unlike the Directive, the Flemish Decree stipulates that only in programmes produced or commissioned by the media service provider itself or a company affiliated to it must viewers be clearly informed about product placement (Article 100 §1, 4). With this goal in mind, all Flemish broadcasting organisations have been using the same logo with regard to the appearance of product placement in their programmes since 1 September 2009. However, the *Vlaamse Regulator voor de Media* (Flemish Regulator for the Media) considered this initial logo to be insufficiently clear and was of the opinion that it was not displayed for long enough. During an informative meeting on 5 October 2009, the Regulator provided the broadcasting organisations with some recommendations as to the use and application of a more obvious logo. Meanwhile, a new, adjusted logo has been created with which the Regulator has explicitly agreed. This new logo must be displayed at the beginning and at the end of programmes containing product placement, as well as after every break. Starting from 1 January 2010, the Flemish Regulator will effectively supervise whether the appearance of product placement in programmes is appropriately communicated to the viewers through the proper use of this logo.

Website van de Vlaamse Regulator voor de Media

http://www.vlaamseregulatormedia.be/nl/home.aspx

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