[GB] New Sponsorship Code

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The Independent Television Commission has published on Wednesday 26 March a new revised Code of Programme Sponsorship which it hopes will widen the scope for sponsorship without the risk of sponsors "excessively diverting the editorial agenda for commercial purposes." The provisions of the new code have immediate effect. The main changes to the code are as follows:

- Masthead programming (programming made or funded by a periodical, newspaper, book or informational software publishers which incorporates the name of the publisher in its title) to be permitted on all ITC licensed channels apart from Channels 3, 4 and 5 (rule 10.6). However there may be no in-programme cross-promotion with the parent publication.

- Greater scope for the use of straplines (rule 8.6). Credits may now include straplines which clearly refer to the programme itself or to the sponsor's relationship in the programme. However, in no circumstances will straplines be allowed to promote the sponsor's goods or services.

- Greater scope for sponsorship of "how to do" (instructional) programmes (rule 7.1).

- In gameshows, the number of brand references allowed has been increased from one to two (rule 11.1). The revised code also incorporates a number of smaller changes such as a modification to the rules concerning credit entitlements for showcases and a proposal (to be confirmed) to change the credit entitlement for very short programmes and or programme segments (rule 8.3).

ITC Code of Programme Sponsorship. Revised March 1997.

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