[GB] ITC Changes Rules on Advertising Breaks

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Amendments to the rules on advertising breaks have been announced by the Independent Television Commission which will allow cable, satellite and digital stations to carry more teleshopping advertising. The changes will also open up the possibility of licensing for self-promotional channels and will come into effect immediately. The following changes are made: Teleshopping The EC "Television Without Frontiers (TWF)" Directive has been revised (see IRIS 1997-7: 6-7) to allow up to a maximum of eight teleshopping 'windows' per day. A teleshopping window can last for a maximum duration of fifteen minutes and is defined as direct offers for sale to the public of goods or services. Self Promotional channels Channels are now allowed to form an all advertising channel where all that is shown is the broadcaster's products, services or channels.

The new rules do not apply to the existing teleshopping allowances on terrestrial channels or the future digital `simulcasts' of ITV, Channel 4, Channel 5, S4C and the public teletext services.

Amendments to ITC Rules on Advertising Breaks, 31 July 1997

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