

GUIDELINES CONCERNING PROGRAM SPONSORSHIP IDENTIFIERS 2018



GENERAL INFORMATION

- The guidelines concerning program cooperation identifiers are different to the guidelines concerning so called normal commercial break advertising. The program identifier must both content and execution wise be unambiguously separable from commercial break advertising.
- The objective of a program sponsorship identifier is to create a positive link between the program and the company's brand.
- The number of program cooperation partners is determined by MTV Oy. The details concerning length, number and number of identifiers broadcasted have been agreed in client specific agreements and therefore no general guidelines on these aspects can be provided.
- It is beneficial to consult MTV Oy on the reconciliation of the visual and creative aspects of the program identifier and program sponsorship identifier (color and sound elements). Program cooperation partners may also make a joint identifier together if they wish so.
- The instructions of the consumer ombudsman (not law) prohibit program cooperation in children's programs.
- An alcohol brand may not offer a program/event that is primarily aimed at minors (instructions on advertising of alcohol products, The Alcohol Act 33§ paragraph 2.).

GUIDELINES CONCERNING CONTENT

- The Partner's connection to the program shall be made clear. This may be executed by different creative solutions. **Every identifier must contain** either expressed by text or speech one of the following: "sponsored by *brand*", "in cooperation with *brand*", "brought to you by *brand*".
- It is not allowed in any connection to give the appearance that the program would be made by the partner or that the partner would have defined or influenced the contents of the program.
- No commercial expressions shall be used in the identifiers (= product descriptions or description of product features, sales statements, slogans, suggestions to buy or any other activations, prices etc.) Naturally the presentation of the product itself is allowed.
- The logo or brand of the partner may be shown in the identifier.
- Despite the possible interpretation that it would usually be considered commercial, in connection with the presentation of the established logo of the company, a text or slogan is allowed if it belongs closely to the form of presentation of the established logo.
- The identifier may not be a television commercial used in commercial break advertising. For the avoidance of doubt, a television commercial may not be run on a commercial break campaign during the cooperation period if material edited or cut from the television commercial is used in the identifier.
- It is allowed to show internet and text page addresses, but not telephone numbers, in identifiers.

APPROVAL OF SPONSORSHIP IDENTIFIER

- All identifiers that will be used must be approved by the Product manager or Commercial Producer in charge of program cooperation products in the, MTV Next department, preferably already in the scripting process.

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DELIVERY OF MATERIAL

TV MATERIAL

- Approved program cooperation identifier material and other television commercial material shall be delivered by 14.00 o'clock on weekdays so that there is one (1) working day between delivery day and day of first transmission via the Spotgate -service (www.spotgate.fi) in the correct file form of mpeg2. The aspect ratio of the material shall be (anamorphic) 16:9. More information on delivering material can be found on the website www.spotti.fi/en.
- Instructions for broadcasting the identifiers must always be delivered in writing using the SpotgateID of the spot or identifier.
- In case various identifiers are used, clear instructions must be provided (together with the delivery of the material) on which identifiers shall be used as the beginning and end identifier, together with program marketing and when possible changes of identifiers shall happen. However, it is always preferable to check in advance from MTV on how often it is practically possible to change the identifiers

KATSOMO MATERIAL (AVOD)

- We recommend submitting materials for MTV Katsomo via the Spotgate service (www.spotgate.fi) and inform digitrafiikki@mtv.fi about the SpotgateID, target-page URL address (one target-page URL address / ad) and follow up tags.
- Materials can also be submitted per e-mail to the address digitrafiikki@mtv.fi. Please attach the following information to the e-mail:
 - possible SG number, video file in MP4 / MOV format or VAST call
 - name of client and campaign
 - campaign period
 - any necessary ad-specific instructions
 - possible target-page URL address. One target-page URL address / ad.
- Approved material shall be delivered by 14.00 o'clock on weekdays so that there is one (1) working day between delivery day and day of first transmission

DISPLAY MATERIAL

- Display and other internet material (GIF-, JPEG- and HTML5) together with the URL to which the banner is linked and possible followup tags must be delivered on weekdays by 14:00 to the address digitrafiikki@mtv.fi so that there are one (1) day between the delivery day and day of first transmission.
- More detailed instructions to our special ad forms are found on www.spotti.fi. If you are planning an interactive or other special ad, please contact our subcontractor Valve (Stiina.hongisto@valve.fi), who will take care of the production of special ads.

MTV is not liable for any errors in broadcasting or the delivery of campaigns if the material and material instructions have not been delivered as stated above. Exceptional schedules i.a. preceding holidays must be considered.

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RULES AND REGULATIONS CONCERNING PROGRAM COOPERATION

The regulations stated in the directive of the European Parliament and of the Council 97/36/EY art 17 and the Act on Radio and Television Operations are applied to these MTV's guidelines concerning TV-program sponsorship identifiers. For the purposes of revision, the leading principles in general are;

26 § Sponsorship of programs and services

A sponsor shall not influence the content or scheduling of sponsored audiovisual programs, radio programs or audiovisual content services in such a way as to affect the responsibility and editorial independence of the provider of an audiovisual content service or radio broadcaster in respect of programs.

Sponsored audiovisual programs and radio programs must be clearly identified by the name or logo of the sponsor at the beginning or end of the programs. Sponsored audiovisual programs or radio programs must not encourage the purchase or rental of the products or services of the sponsor or a third party, by making special promotional references to those products or services, or by any other means.

27 § Forbidden sponsorship

Undertakings whose principal activity is the manufacture or marketing of tobacco products may not sponsor programs, audiovisual content services or radio broadcasting.

If the sponsor of a program is an undertaking whose activities include the manufacture or sale of medicinal products and medical treatment, the name or logo of the undertaking may be shown in connection with the program taking into consideration of section 26. However, a medicinal product or medical treatment available only on prescription in Finland may not be promoted in this connection.

27 § Prohibition to sponsor news and current affairs programs

News and current affairs programs may not be sponsored