

**REGULATION  
OF THE NATIONAL BROADCASTING COUNCIL**

of 6 July, 2000,

**CONCERNING SPONSORING PROGRAMME ITEMS  
AND OTHER BROADCASTS.**

(Official Gazette „Dz. U.” of 9 August 2000)

Under Article 17 item 8 of the Broadcasting Act of 29 December 1992 (Official Gazette ‘Dziennik Ustaw’ of 1993, No. 7, item 34; of 1995, No. 66, item 335 and No. 142, item 701; of 1996, No. 106, item 496, as well as of 1997, No. 88, item 554 and No. 121, item 770, and of 1999, No. 90, item 999, and of 2000, No. 29, items 356 and 358), the following is hereby ordered:

**§ 1.** Subject to provisions of § 3 item 3 and § 4 item 1, the sponsor credits may not be shown during the transmission of a programme item.

**§ 2. 1.** A single identification of the sponsor may not exceed 8 seconds in the case of one sponsor, 15 seconds in the case of two sponsors and 25 seconds in other cases.

2. A sponsor credit may be included in the trailer of a programme item. The trailer of a programme item may be transmitted exclusively before the first transmission of this programme item by the broadcaster, not more than 15 times during a television programme service and not more than 25 times during a radio programme service.

3. A sponsor credit may be included in the trailer of a given programme item before a repeated transmission of such a programme item if:

- 1) the said programme item was transmitted earlier only as a not sponsored broadcast, or
- 2) the repeated transmission of the same programme item by the broadcaster takes place on the basis of a sponsorship agreement other than that on the basis of which the broadcaster transmitted the given programme item as a sponsored programme item for the last time, and provided that a year has elapsed since then.

**§ 3. 1.** If a programme item or other broadcast is sponsored by way of providing goods or services used for its production, the credits regarding the origin of the goods or services may be given exclusively at the end of the transmission of the programme item or another broadcast.

2. The provisions of § 2 item 1 shall apply accordingly to the credits referred to in item 1.

3. If a programme item or other broadcast is sponsored by way of providing services consisting in measurement of time or processing of data, the sponsor credits may be provided exclusively at the time of presenting the results, time or data processing to the extent it is justified by the purpose of

presenting the said information. The sponsor credits may be transmitted no longer than for 8 seconds and its volume may not take up more than 1/16 of the television screen.

**§ 4. 1.** In the case of sponsorship of a programme item or other broadcast by way of providing prizes for the participants of a contest, game or another form of competition, two references to the sponsor who supplied the prizes and an indication of the name of the goods or services constituting the prizes are allowed during the transmission time of the programme item or other broadcast. The provision of § 2 item 1 shall apply accordingly.

2. The prizes, referred to in item 1, may not be products or services, the advertising of which is prohibited.

**§ 5. 1.** The broadcaster shall keep records of sponsored programme items and other broadcasts.

2. The records of sponsored programme items and other broadcasts shall include the following information:

- 1) title of the programme item or designation of the other broadcast,
- 2) type of the broadcast,
- 3) transmission date,
- 4) duration and time of commencing the transmission of the programme item or other broadcast,
- 5) name of the sponsor and indication of his core business,
- 6) number of transmitted trailers containing the sponsor credits, along with the indication of the date and hour of the transmission.

3. The broadcaster shall retain the records, referred to in item 1, for a period of one year from the end of the calendar year in which the transmission of the programme item or other broadcast took place.

**§ 6.** The Regulation shall take effect on the date of promulgation.