Draft amendment to Regulation no 153 of 28 February 1997 relating to Broadcasting and On-Demand Audiovisual Services

(Changes in italics)

Section 3-10, second paragraph

Sponsor identification may not contain slogans, statements, images, sound or other form of additional information that can be linked to a sponsor's name trademark / brand, logo, product or service or the latter's activity. Slogans, statements or the like may not be used even if these elements are a part of the sponsor's trademark, logo, product or service. Elements from the sponsor's advertising campaigns may not be used for identification purposes. Nor may trademarks, advertising figures and the like be used to promote products or services the advertising of which is prohibited under Norwegian rules. *If the sponsor according to Section 3-4 of the Act is a product or service, the identification may contain still images or moving images of the product or service in addition to the name of the product or service, provided that the purpose of the identification is to inform the viewer of the existence of the sponsorship agreement.*

Section 3-13, first paragraph

Pages in the Norwegian Broadcasting Corporation's teletext services containing programme overviews shall not contain advertising. As regards identification of sponsors in the Norwegian Broadcasting Corporation's broadcasts, section 3-10 is supplemented by a requirement to the effect that a sponsor may only be identified orally and/or by a non-moving image. *Sponsor identification in the Norwegian Broadcasting Corporation Services may not contain still images or moving images of the product or service.*