(Proposed amendments in italics)

Draft amendments to Act no. 127 of 4 December 1992 relating to Broadcasting and On Demand Audiovisual Media Services

Section 3-4, first paragraph, shall read:
Where a programme is sponsored, clear information to this effect shall be given prior to and/or after the programme. Information about the sponsor may also be given during a sponsored programme, including before or after any sponsored programme item, or during announcements for a sponsored programme. Information about the sponsor may be given in the form of the name, trademark, logo, product or service of the sponsor.

Draft amendments to Regulation no. 153 of 28 February 1997 relating to Broadcasting and On Demand Audiovisual Media Services

Section 3-13, first paragraph, shall read:
Pages of the Norwegian Broadcasting Corporation’s teletext services which contain programme overviews shall not contain advertising. As regards identification of sponsors in the Norwegian Broadcasting Corporation’s broadcasts and on-demand audiovisual services, section 3-10 of the regulations shall be supplemented by a requirement that a sponsor may only be identified orally and/or by a non-moving image. Sponsor identification may not incorporate non-moving or moving images of the sponsor’s product or service. The Norwegian Broadcasting Corporation can not identify sponsored programmes as such during programmes or during announcements for sponsored programmes.