

BILLBOARDS AND BREAK BUMPERS

RULES AND GUIDELINES FOR BILLBOARDS AND BREAK BUMPERS FOR RTL PLATFORMS

Sponsor credits on billboards and break bumpers must serve to inform the viewers. The viewer must be clearly informed of the existence of a sponsorship agreement.

Billboards are placed at the beginning and/or end of a programme. Break bumpers are placed at the beginning and/or end of a programme-interrupting commercial break. Billboards and break bumpers are **not** commercials and fall under another set of rules than commercials. In order to prevent misunderstandings and uncertainties about the content of billboards and break bumpers, we recommend following the rules and guidelines below before incurring production costs. CLT-UFA and its subsidiary, RTL Nederland B.V. (hereafter referred to as: RTL), have drawn up the following rules and guidelines for the television channels and other platforms owned by CLT-UFA, in accordance with the applicable legislation and regulations.

Rules

- A. The sponsor and RTL will consult to decide which party will produce the billboard and/or break bumper. In the event that the sponsor is responsible for the production of the billboard and/or break bumper, then the sponsor must ensure that the appearance of the billboard and/or break bumper complements that of the programme and the relevant RTL platform.
- B. RTL and the sponsor (along with the sponsor's contracted advertising bureau if relevant) will collaborate to determine the creative concept.
- C. The creative concept must be submitted in writing to RTL for approval. The sponsor bears exclusive risk for the production of any billboard and/or break bumper creative concept that has not received express written approval from RTL. RTL may decline to broadcast a billboard and/or break bumper that it has not approved in writing. Deviations from an approved creative concept must be submitted again in writing for approval.
- D. The sponsor is responsible for ensuring that the billboard and/or break bumper are not in conflict with the legislation and regulations applicable to the sponsor, including any advertising codes and/or other codes of conduct in the field of advertising and sponsoring.
- E. No rights may be derived from the fact that a specific billboard and/or break bumper had been broadcast by CLT-UFA in the past.
- F. A billboard or break bumper must be delivered ready to broadcast to RTL no later than five work days before the first broadcast.
- G. The sponsor must provide not only a 'wordt' ('is') and/or 'werd' ('was') version of the billboard (depending on the billboard position), but also an 'en' ('and') version' of the billboard, as described in guideline 2.
- H. The sponsor is responsible for the costs of producing the billboard and/or break bumper.

Guidelines

1. A billboard must not exceed five seconds in length per sponsor (with the exception of referring billboards, RTL Weather Prime Time and RTL Clock, which have a maximum length of ten seconds). The total duration of the consecutive/linking billboards (flipboards) for a programme may not exceed 15 seconds.
2. A billboard must include the following information:

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- “dit programma (of *programma*) wordt/werd gesponsord door [*handelsnaam/statutaire naam/merk van de sponsor*].”

or

- “dit programma (of *programma*) wordt/werd mede mogelijk gemaakt door [*handelsnaam/statutaire naam/merk van de sponsor*].”

or

- “en [*handelsnaam/statutaire naam/merk van de sponsor*]”.

or

- “this program (or *name of program*) is/was sponsored by [*trade name/name given in the articles of association/trademark of sponsor*]”

or

- “and [*trade name/name given in the articles of association/trademark of sponsor*]”

The above announcements must be clearly audible and displayed as - clearly legible¹ - text.

3. Billboards may consist solely of one or more of the following elements:

- a. An image of the sponsor’s product or service. Products are understood to be generic products and services, or the packaging of products or parts thereof.
- b. An image of the sponsor’s location.
- c. Display and/or mention of the sponsor’s generally applicable pay-off.²
- d. Display of the sponsor’s word and/or image brand (logo).
- e. Display of the sponsor’s URL or one of its social media domains. This must correspond to the sponsor reference under guideline 2.
- f. Display of an announcement applicable to the sector as a whole (ex.: ‘*Let op! Geld lenen kost geld*’, ‘*Geen 18, geen alcohol*’, ‘*Lees voor het kopen eerst de aanwijzingen op de verpakking*’ (‘Borrowing money costs money’, ‘No alcohol under 18’, ‘Read instructions before purchase’),
- g. An image of the character or characters derived from a commercial or advertisement (as long as it does not include advertising!!).³
- h. Background music that was or was not derived from a commercial or advertisement. The sponsor bears all responsibility and risk for any BUMA-STEMRA rights and other applicable rights.
- i. The elements above may be displayed in the form of moving images.

¹ Clearly legible: minimum letter size 22 and contrasting to the other elements on the billboard.

² For example: The pay-off as part of a sale/campaign by the sponsor (discount sale or the announcement of a clearance sale) is not permitted. This does not apply to the sponsor’s general pay-off, only to the pay-off for the specific campaign. A pay-off may not induce to the sale/rental of the sponsor’s products/services.

³ For example: images of a character or characters associated with a sale or the announcement of a clearance sale are not permitted, as these are of an advertising nature.

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4. Billboards may not consist of one or more of the following elements:
 - a. Displaying or mentioning advertising or promotional messages, including references to the sponsor's sales/campaigns.⁴
 - b. Displaying or mentioning information about products or services, such as prices, offers, USPs, or sale and distribution channels.
 - c. Images and/or fragments from commercials or advertisements, or similar images, if such are insufficiently differentiated from the relevant commercial or advertisement. This includes images or music as described in guideline 3, subheading H.
 - d. Images and/or fragments from the programme, or similar images, if such are insufficiently differentiated from the relevant programme.
 - e. Other visual or audio elements and additions.
5. The sponsor is required to display any advertising materials, including commercials, sales, etc., to RTL on request.
6. These guidelines also apply to break bumpers. In addition to the provisions of guideline 2, it is permitted to display and/or mention the text: 'See you later!' or 'Welcome back', or, in consultation with RTL, a variation of the above with the same purpose and meaning (as long as it is not of an advertising nature!).
7. If more than one sponsor is mentioned on a billboard, then the sponsors must reach agreement with one another and with RTL regarding the manner in which this is achieved. In this case, guideline 3 is not necessarily applicable, as the viewer must clearly be informed of the sponsorship agreements.
8. News and current events programmes may not be sponsored.
9. The sponsor is responsible for ensuring that all material delivered, be it of an auditory, visual or other nature, does not represent a violation of the rights of other parties, including copyrights or any other rights of intellectual or industrial property, and that they are authorised in the widest sense of the word to publish and/or reproduce the material. The sponsor is obliged to indemnify and compensate RTL, its principal and any third party collaborators and/or employees, for all costs and damages incurred by RTL, its principal or third party collaborators and/or employees as the result of third party claims based on infringements or alleged infringements of copyrights, or any other claims which third parties may institute against RTL, its principal or third party collaborators and/or employees with regard to the publication and/or reproduction, or any other aspect of the delivered material.
10. The available raw material and / or the commercial must be delivered to us no later than one working day before the broadcast date at 12.00 AM.

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⁴ For example: expressions associated with a sale or the announcement of a clearance sale are not permitted, as these announce a sale or clearance sale. A pay-off may not induce to the sale/rental of the sponsor's products/services.