



ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

# BAI Rules on Advertising and Teleshopping

(Daily and Hourly Limits)

JULY 2010

## 1. Introduction

Section 43(1) of the Broadcasting Act, 2009 requires the Broadcasting Authority of Ireland (BAI) to prepare, and from time to time as occasion requires, revise rules with respect to:-

- (a) the total daily times that shall be allowed for the transmission of advertisements and teleshopping material on a broadcasting service, in respect of a contract under *Part 6*,
- (b) the maximum period that shall be allowed in any given hour for the transmission of advertisements and teleshopping material (within the meaning of *section 42(8)*) on such a broadcasting service, and the Authority may make different such rules with respect to different classes of broadcasting service.

The **BAI Rules on Advertising and Teleshopping (Daily and Hourly Limits)** have been developed in accordance with this statutory obligation.

## 2. Jurisdiction

The **BAI Rules Advertising and Teleshopping (Daily and Hourly Limits)** apply to certain radio and television broadcasters within the jurisdiction of the Republic of Ireland. In practical terms, this includes commercial radio and television services, community radio and television services as well as institutional and temporary radio services. The rules do not apply to services provided by the public service broadcasters RTÉ or to TG4 nor do they apply to other services commonly received in this country but licensed in the United Kingdom or in other jurisdictions.

### **3. Definitions**

#### **Advertising**

Images with or without sound and radio announcements broadcast whether in return for payment or for similar consideration or broadcast for self-promotional purposes by a public or private undertaking or natural person in connection with a trade, business, craft or profession in order to promote the supply of products or services, including immovable property, rights and obligations, in return for payment.

#### **Teleshopping**

A direct offer broadcast to the public with a view to the sale, purchase, rental or supply of products or the provision of services, including immovable property, rights and obligations, in return for payment.

#### **Children's Programmes**

Children's programmes are programmes that are commonly referred to as such and/or have an audience profile of which over 50% are under 18 years of age.

## **4. Rules**

### **Rules Applying to Commercial Television Broadcasters**

#### **4.1 Advertising & Teleshopping Spots – General**

The total daily time for broadcasting advertising and teleshopping spots shall not exceed a maximum of 18 per cent of the total broadcast day.

The time to be given to advertising and teleshopping spots in any clock hour shall not exceed a maximum of 12 minutes.

#### **4.2 Advertising Spots – Children’s Programmes**

The time to be given to advertising spots in children’s programmes shall not exceed a maximum of 10 minutes in any clock hour.<sup>1</sup>

#### **4.3 Teleshopping Windows**

Teleshopping windows shall be of a minimum uninterrupted duration of 15 minutes.

With the exception of self-promotion channels and channels exclusively devoted to teleshopping, the maximum number of teleshopping windows per day shall be eight and the total daily time permitted for teleshopping windows shall be 3 hours.<sup>2</sup>

### **Rules applying to Commercial Radio Broadcasters**

#### **4.4 Advertising & Teleshopping Spots**

The total daily time for broadcasting advertising and teleshopping spots shall not exceed a maximum of 15 per cent of the total broadcast day. The time to be given to advertising in any clock hour shall not exceed a maximum of ten minutes.

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<sup>1</sup> Further to the Children’s Commercial Communications Code, Teleshopping spots are not permitted in children’s programmes.

<sup>2</sup> Further to the Children’s Commercial Communications Code, Teleshopping windows are not permitted in children’s programmes.

## **Rules applying to Community Radio**

### **4.5 Advertising**

The time to be given to advertising in any clock hour shall not exceed a maximum of six minutes.

## **Rules applying to Community Television**

### **4.6 Advertising & Teleshopping Spots**

The time to be given to advertising and teleshopping spots in any clock hour shall not exceed a maximum of six minutes.

### **4.7 Teleshopping Windows**

Teleshopping windows shall be of a minimum uninterrupted duration of 15 minutes.

The maximum number of teleshopping windows per day shall be eight and the total daily time permitted for teleshopping windows shall be 3 hours.

## **Rules applying to Institutional and Temporary Radio Broadcasters**

### **4.8 Advertising & Teleshopping Spots**

Broadcasters licensed further to Section 68 of the Broadcasting Act 2009 may not carry advertising, including teleshopping.

