



**viaplay**

**G R O U P**

## INTRODUCTION

### Guidelines when purchasing sponsorship with VIAPLAY GROUP

When working with commercial films and sponsorships, there are rules that need to be followed. Special attention needs to be paid to the creative development of billboards and break bumpers to make sure that they follow the rules set up for sponsorship which differs from regular commercials.

Viaplay Group has from January 1<sup>st</sup> 2021 its broadcasting license in Sweden and must therefore follow the rules set by Swedish Press and Broadcasting Authority (Myndigheten för press, radio och tv - MPRT).

The following information is designed for our clients and their advertising agencies. We would like to highlight key-points that will help you understand and produce material with our regulations in mind since there are several creative possibilities in the production of sponsorship films. Feel free to share the information so that we together can help to take advantage of the many opportunities that sponsorship has. Do not hesitate to contact your responsible salesperson for help.

### WHAT IS SPONSORSHIP?

Sponsorship is a way for advertisers to be associated with a specific program or channel, where the link between the product /service and the program/channel is in focus. If a clearly defined part of a program is sponsored, the sponsorship message must be given at the beginning or end of that part. The sponsorship message must contain the sponsor's name, logo or other characteristic. The sponsorship message must not contain promotional elements. Programs that are covering news or mainly about news, for example local, national and international news may not be sponsored.

### WHO CAN SPONSOR?

Political parties/organizations, for example Greenpeace and Amnesty International, are not allowed to sponsor. Programs can't be sponsored by anyone who primarily produces or sells alcohol or tobacco. If pharmaceutical companies sponsor programs, the sponsorship may not promote prescription drugs and medical treatment that is available by prescription.

### WHAT ARE THE RULES?

From 1st of January 2021, all our broadcasting content will need to abide by the Swedish Press and Broadcasting Authority (MPRT). Which means that VIAPLAY GROUP is licensed in Sweden and must follow the regulations set by MPRT. For more information about MPRT, please visit their website and get the latest information. <https://www.mprt.se/regelverk/>

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## Sponsorship Formats

### Billboard:

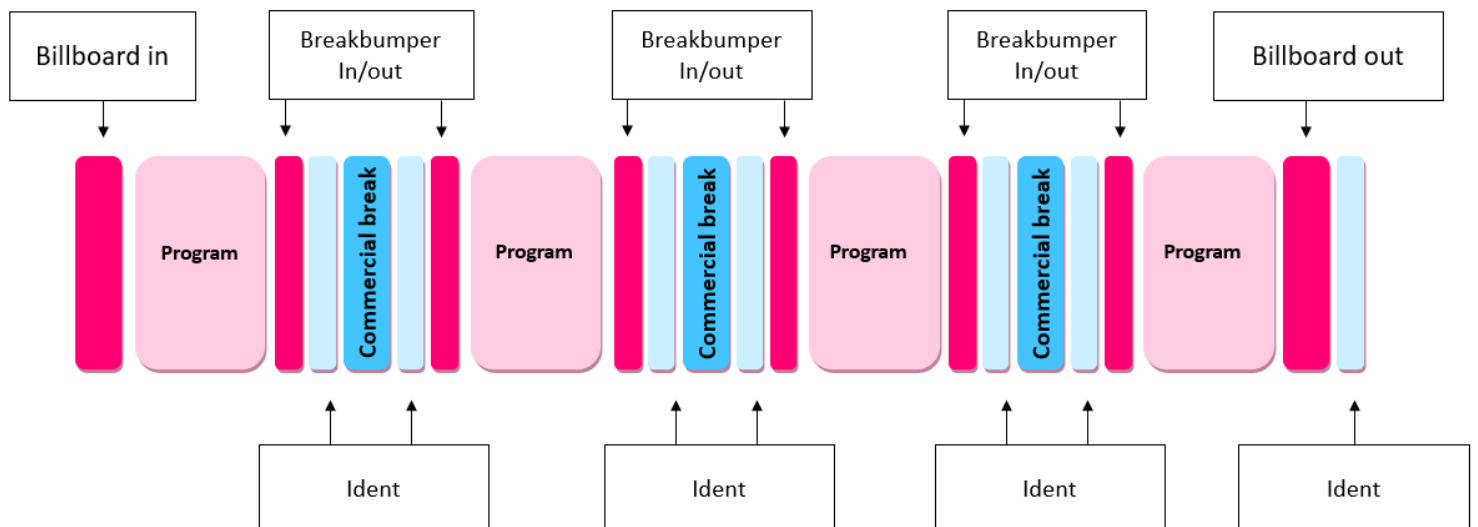
This is the sequence before and after the program that shows the viewer a particular product or company as a presenter of the program.

Duration: 10 sec

### Breakbumper:

This is the sequence that is directly linked to the first seconds before and after the programs commercial breaks. The breakbumper is usually a shortened version of the billboard.

Duration: 5 sec



Flowchart over sponsorship exposures.

## Sponsorship messages

In a sponsorship message, the client has the opportunity to link their product with a program or channel. Each sponsored sequence, regardless of the type and length must contain a sponsored message. Sponsorship messages should be both in the voice over and in text, this to make it clear to viewers that it is a sponsorship. Always have a dialogue with your VIAPLAY GROUP contact if there is any uncertainties. Below is example of different sponsorship messages:

**When buying RBS-sponsorship the sponsorship message needs to apply to the general programing, for example :**

*"The program is presented in collaboration with ADVERTISER..." – possibly followed by payoff*

**You can also buy a program specific sponsorship, for example:**

*"Hammarviken is sponsored/presented by ADVERTISER..." – possibly followed by payoff*

It can be difficult to know what you can and can't say in a sponsorship messages. Below are some examples of payoffs that have been convicted by MPRT.

- your scaffolding supplier ("your" was convicted)
- work clothes since 1925 Dnr 14/02543 ("since 1925" was convicted)
- your online grocery store Dnr 10/01502 ("online grocery store" was approved, while "yours" was convicted)
- Swedish construction products in concrete and granite Dnr 18/02099 ("Swedish" was convicted)
- pharmacies around Sweden Dnr 15/03244 ("around Sweden" was convicted)

There can't be wording that directly identifies a particular viewer or audience. Using words like your or ours is to give the viewers a direct reference. Attributes such as established year or quality labels are considered as selling for MPTR and are not allowed in sponsorship. Under the section "Other regulations" you can find more information about what to keep in mind when creating a sponsorship film.

## Opportunities with sponsorship messages

You could use information to identify the advertiser/product both visually and verbally, as long as the message is not interpreted as an advertising message. This is the case both for verbal and written messages appearing in sponsorship films. Words like " new flavor" "cheap" "greatest ", etc. cannot be used. Check with your salesperson at VIAPLAY GROUP before forming your sponsorship message.

The sponsorship may not contain any direct recommendation to buy or rent a sponsors products or services. It may contain objective descriptions of the product as long as it helps the viewer to identify the sponsor. The sponsorship must therefore not go into details about the product, the competitive advantages it has, or price of goods / services.

## Other regulations

### Direct references

There can't be wording that directly identifies a particular viewer or audience. Examples of such wording is "Sweden's bank", "Your insurance company" or "your local restaurant". However, it should be clear that you are referring to your particular product, for example "a red wine from Italy" and not "red wine from Italy". This is because the product is specific and not general for an entire product category.

### Call-to-action

There can't be any call-to-action or sponsorship call. Phrases such as "Buy now", "Read more at the website" or similar that prompts the viewer to take action can't be present. It's not allowed to promote a third party in sponsorship according to the regulations. It's only the product that is the sponsor that may be seen in the film and be mentioned in the voice over.

### Promotional message

Both call-to-action and direct references can be types of promotional messages that can't be included in sponsorship. The sponsorship can't contain any direct invitation to buy or rent the sponsor's goods or services. However, it may contain objective descriptions of the product as long as it helps the viewer to identify the sponsor. Sponsorship can't go into details about the product, its competitive advantages or the price of the product/service. Because then it becomes promotional rather than descriptive.

For example, health benefits and environmental claims can be seen as selling messages as well as positive adjectives such as "*Lovely*" or "*exciting*".

### Packshots and logos

There should be no more than three products in total that are exposed in any pack shots. Attributes such as established year and quality labels, for example purveyor to the court or certain ecolabelling, are considered as selling for MPTR. In cases where it is very clear, these may need to be removed on product packaging. This also applies to selling text such as "*New*". It is important to remember that the service/product that will sponsor the program is the only one that may be named in both the VO and shown in the picture. For example, if the program should be presented by the flavour "*caramel with sea salt*" then it's only that product that can be seen in the picture and be included in the VO.

### Promotional product name

If the advertiser or the product has a promotional word in the name such as "*the shoe expert*" or "*amazing eyes mascara*" then it is important to have a dialogue with your VIAPLAY GROUP contact before a voice over or movie is produced. Product name that contains selling attributes and which is promising is unexplored ground and requires a case by case basis.

### Disclamiers

Since offers or similar that needs a clarification should never be included in sponsorship there is no need for disclaimer except in cases of social responsibility. All sponsorship for gambling and betting therefore needs a disclaimer. It is not permitted for alcohol to sponsor under current regulations, of which sponsorship for non-alcoholic beverages needs a clear disclaimer or label stating that the product is alcohol-free..

The following should always be taken into account when placing disclaimer in sponsorship films: Use clear and readable text regarding both text size, the colour and font should also have a clear contrast to the background. And display it long enough on the screen for the viewer to read / perceive the message.

## Restrictions

Depending on the content of a sponsorship film or who the advertiser is, there may be a need for a restriction on specific formats. Assessment of this is based on what is appropriate to show with regard to the content of the format and the audience. This is done with care for the viewer. In case of uncertainty about the content of your sponsorship film, discuss it with your contact person at VIAPLAY GROUP.

## Medications

If pharmaceutical companies sponsor programs, it's important that the sponsorship may not promote prescription drugs and medical treatment that is available by prescription. No disclaimer for medicines is required from VIAPLAY GROUP and MPRT, however, in some cases it may be required by the Swedish Medicines Agency. It is therefore important that the customer is aware and up to date with information about what applies to pharmaceutical companies in the production of advertising and sponsorship, as this is not something VIAPLAY GROUP is responsible for.

## Alcohol

Programs cannot be sponsored by an advertiser whose primary occupation is to produce alcohol. It is possible for non-alcoholic products to sponsor programs, but only products under 2.25% alcohol are allowed. For a company that partly produces alcohol, it is possible to sponsor with an alcohol-free product, but in these cases a restriction may be placed for certain formats. This is to ensure that people who watch understand that it is alcohol-free. A clear disclaimer or label stating that the product is non-alcoholic is needed.

## Tobacco

A program may not be sponsored by anyone whose principal activity is the manufacture or sale of tobacco products or electronic cigarettes and refill containers. Non-prescription stop-smoking aids that contain nicotine are allowed as well as other types of tobacco-free nicotine products. However, there may be some restrictions on these, so please check with your VIAPLAY GROUP contact what applies to your specific products/brands.

## Mobile- and video games

There is no general restriction on sponsorship films for mobile and video games. But we can choose to place a restriction in certain formats where these films may be perceived as inappropriate. For example, if the film attracts children or contains violence. If you are unsure of the content of your film, feel free to discuss it with your contact person at VIAPLAY GROUP.

## Movie premiers

If the client want to produce a sponsorship film for a movie, they need to be careful with the amount of footage from the movie/trailer that they include in the sponsorship film. The best way to make this type of sponsorships is to use a still picture from the movie/trailer. But it is possible to use some cuts, but never more than three and it's important to include a sponsorship message. It's not allowed to have subtitles or the premiere date. A sponsorship should never be made up entirely of footage from a movie or trailer as this will be too 'ad-like'.

## Dating sites

Sponsor spots for dating sites should write the website's age restrictions.

## Gambling

VIAPLAY GROUP may only broadcast clients within the gambling sector that have a valid gambling license on the Swedish market. You can find more information about the license at [Spelinspektionens website](#). In gambling films, age limit must be included as well as reference to a help institute or support line for safe gambling (Example: [www.ludomani.dk](http://www.ludomani.dk)). Terms and conditions must always be included in commercials for gambling if any form of offer is found in the film. In sponsorship, no offers are allowed and therefore no terms and conditions are needed.

The following is prohibited to be included in commercials and sponsorship films in association with gambling:

- Appeal to under 18s (Cartoon style or associated with youth culture in any way).
- Feature anyone in a significant role that is, or looks like they are under 25.
- Feature gambling in a work environment.
- Link gambling to sex/seduction, enhanced qualities, toughness or recklessness.
- Suggest that gambling is a solution to financial problems.
- Suggest that solitary gambling is preferable to social gambling.
- Suggest that it offers 'risk free' or 'free bets'.

**NOTE: Always have a dialogue with your VIAPLAY GROUP contact for more information about the restrictions.**



## Approval Procedure

VIAPLAY GROUP TV has the following approval procedure:

### 1) Storyboard shall be sent for approval.

Before producing new sponsorship films, please send a storyboard for approval to your VIAPLAY GROUP contact. A storyboard should contain the visually creative thought, all the sayings and any texts. Information about what is seen in any pack shots must also be included.

A sponsorship sequence should not be too similar to an advertisement, meaning it should be clear that it is sponsorship and it should not resemble already existing ads as to not confuse viewers.

### 2) VIAPLAY GROUP TV approves storyboard (unless it is in conflict with the MPRT regulations).

If it does not get approved, we will return to you with our recommendation on how you can change it in order to be approved. If changes are needed after recommendation from us, a new approval is required before starting to produce the material. Movie clips that can be played in VLC or Quick Time to show the basics is appreciated.

### 3) Send a file with your visual proposal for a final approval before the material is mastered

Send a file before uploading the material. This so that eventual missed details or new faults can be caught in time.

### 4) Upload of material

The final material will then need to be uploaded on either Adstream or Peach. The codes need to be to your planner contact at VIAPLAY GROUP at least five working days ahead of first airing. For technical specifications, please see <https://www.ViaplayGroup.com/files-ads-denmark>.

NOTE: It is important that your planner and/or sales contact is informed if your material for any reason will be delayed.

### 5) General rules

VIAPLAY GROUP TV does not bear the cost of changes to the materials after any received complaints from MPRT. Changes due to complaints from MPRT may occur once the campaign is airing. MPRT has the probability to make a different interpretation than the channels in question. If the finished material is different from the original approved storyboard, and not meeting the requirements of MPRT's regulations, VIAPLAY GROUP TV has the right to reject the material until the necessary adjustments have been made.

## FAQ Sponsorship VIAPLAY GROUP

- **What can you include in sponsorship films?**

Sponsorship is an editorial product which means that no commercial messages are allowed in the films, neither in sound or image. Examples of commercial, or selling, messages are competitive advantages, price of the product/service, offers or direct calls. There should be no more than three products in total that are exposed in any pack shots. It is important to keep in mind that only the service/product that sponsors the program may be seen in the film and mentioned in voice over.

You may use the advertiser/product's sponsoring message visually (text/image) and verbally, as long as the message is not or cannot be interpreted as an advertising message. Words such as "new taste", "cheapest", "greatest" etc. can therefore not be used. The sponsorship message may contain objective descriptions of the product as long as it helps the viewer to identify the sponsor.

- **Why should annuals not be included on the product or in the sponsorship?**

Attributes such as annuals and quality markings, such as a court supplier or certain eco-labels, are counted as a selling messages of the regulations we follow.

- **Do I need to have a disclaimer?**

Since offers or similar that needs a clarification should never be included in sponsorship there is no need for a disclaimer, except in cases of social responsibility. All sponsorship for gambling and betting therefore need a disclaimer. Gambling and betting advertisers always need a disclaimer with reference to the guideline and age limit. Rules and conditions are not needed as no offers are allowed in sponsorship.

When sponsoring with a non-alcoholic beverage, a clear disclaimer or label is required stating that the product is non-alcoholic.

No disclaimer for medicines is required from VIAPLAY GROUP and MPRT, however, in some cases it may be required by the Swedish Medicines Agency.

- **Can you cut an existing commercial into a sponsorship film?**

A sponsorship film should not have too much resemblance to an already existing commercial. It needs to be clear and distinctive that it is just sponsorship so it doesn't confuse the viewers.

This means that it is possible to use, for example, graphic mannerisms or basic parts of the film but those showing product advantages or parts of the film attached to an offer needs be avoided. This is to clearly distinguish the sponsorship film from the commercial.

## Contact and material delivery information

VIAPLAY GROUP only accept digital delivery of sponsor spots through Adstream or Peach. All sponsorship spots must be delivered no later than 5 workdays prior to the campaign start date. For further information, please contact your sales contact at VIAPLAY GROUP. Technical specifications and all other relevant information about digital delivery can be found on the Adstream and Peach websites. Always contact the companies below if you have any questions- or need technical assistance with delivery.

### Adstream

adstream.com

[onedelivery.nordic@adstream.com](mailto:onedelivery.nordic@adstream.com)

### IMD/Peach

imdcloud.net

[support.nordics@peach.me](mailto:support.nordics@peach.me)