

Pursuant to Article 18, paragraph 1, indent 8, Article 20, paragraph 1, indent 11 and Article 54, paragraph 4 of the Law on Audio and Audiovisual Media Services (“Official Gazette of the Republic of Macedonia” No.184/2013, 13/2014, 44/2014 , 101/14 and 132/14), in connection with Article 15, paragraph 1, indent 7 and Article 39, paragraph 1, indent 11 of the Rules of Procedure of the Agency for Audio and Audiovisual Media Services No. 01-4351/1 dated 29 August 2014, and in accordance with the Statement of the Council of the Agency No. 02-1783/4 dated 12 March 2015, the Council of the Agency for Audio and Audiovisual Media Services in the Republic of Macedonia, at its 10th session, held on 12 March 2015, adopted a:

RULEBOOK ON SPONSORSHIP

I. GENERAL PROVISIONS

Article 1

Scope of the Rulebook

This Rulebook prescribes the manner of applying the provisions of sponsorship by the providers of audio and audiovisual media services (broadcasters and providers of audiovisual media services on demand).

Article 2

Definitions

For the purposes of this Rulebook, certain terms have the following meanings:

- *Audio and audiovisual commercial communications* means sound content or images with or without sound being made:
 - for direct or indirect promotion of products, services or image of the natural or legal persons involved in economic activity, or
 - for popularization of some idea or activity or to achieve other effects.

They accompany or are included in the programme due to financial or other compensation or self-promotion goals of the client. The forms of audio and audiovisual commercial communications, inter alia, include: advertising, teleshopping, sponsorship and product placement.

- *Placing a product/product placement* is any form of audiovisual commercial communication consisting of the inclusion or reference to a product, service or trademark in a programme, so that they are embedded in its action, due to financial or other compensation.
- *Sponsorship* means any contribution by a legal or natural person which is not engaged in the provision of audio and audiovisual media services, or in the production of audio and audiovisual works, due to financing of audio and audiovisual media services or programmes, in order to promote their name, trademark, image, activities or products.

Article 3

Editorial independence and integrity of programmes

The sponsorship should not affect the editorial independence and the integrity of the programmes of providers of audio and audiovisual media services.

The sponsors shall not affect the specifics of the script, content, structure, production, broadcasting time (programme scheme) or the arrangement of programmes in the catalogue of the specific programme.

The content of the programme which is sponsored must not become a means for promoting the sponsor or their interests.

Article 4

Limitation of sponsorship in certain programmes

Sponsoring is prohibited in the following types of programmes and other segments, defined by the Guidelines on the Manner of Classification of the Types of Audiovisual and Audio Programmes¹:

- Programmes with informative function: news and TV and radio central news, current - informative programme, current - informative programme with documentary approach, current - informative talk show programme and any kind of programme with informative function with religious/theological themes;
- Programmes with educational function: documentaries with religious themes;
- Other segments: religious programmes, services and sermons.

If documentary programmes (except those listed in paragraph 1 of this Article), and programmes for children are sponsored, the identifying of the sponsor during the programme shall not be allowed.

Article 5

Prohibitions of sponsorships

As sponsors of programmes must not appear natural or legal persons whose principal activity is the manufacture or sale of the following products or provision of the following services:

- Cigarettes and tobacco products;
- Weapons, shooting means and fireworks;
- Drugs, alcohol and alcoholic beverages, except wine and beer.

Natural or legal persons whose activities include the manufacture or sale of medicinal products and/or medical treatments, may sponsor audio and audiovisual media services or programmes. In this case only their name or image may be promoted, but not the specific medicinal products or medical treatments available exclusively with a prescription.

Article 6

Sponsorship and advertising

The identification of the sponsors shall not be considered advertising and therefore they are not included in the time allowed for advertising within one actual hour.

In the blocks of advertising and teleshopping videos broadcasted within the sponsored programmes, it shall be allowed to broadcast advertising and teleshopping videos of the sponsors of the programmes, but they are calculated in the time allowed for advertising within one actual hour.

It is also allowed to broadcast separate advertisements for the sponsors, which must be clearly and unambiguously separated from the rest of the programme with an opening and

¹ The Guidelines on the Manner of Classification of The Types of Audiovisual and Audio Programmes were published in the "Official Gazette of the Republic of Macedonia" No.171/14

closing curtain/jingle, but they are also calculated in the time allowed for advertising within one actual hour.

Article 7

Sponsorship and product placement

The trademark, name, products or services of a natural or legal person may be published or mentioned in an audiovisual programme, also as a result of a separate commercial agreement with the provider of the audiovisual media service, which refers to placing of products.

The audiovisual programmes that are sponsored and also include placing of products are also subject to the rules of the Guidelines on the application of the provisions for placing of products² and the rules of this Rulebook.

II. RULES FOR IDENTIFICATION OF SPONSORSHIP

GENERAL RULES

Article 8

Marking and content of the identification

In sponsored audio or audiovisual media services or programmes, the sponsoring should be clearly marked in an appropriate manner at the beginning, during and/or at the end of the programme.

The sponsor must be clearly identified with the name, logo and/or any other mark of the sponsor, such as mentioning of their products or services or a distinctive sign, using the word sponsor.

The identification of the sponsors must not contain promotional statements for them, nor to encourage the purchase or rental of their products or services. Such information about the sponsors will be considered concealed advertising.

Article 9

Sponsors in titles or names of programmes

Trademarks or names of the sponsors and their products or services can be used for titles, that is, names of the programmes, under the following conditions:

- compliance with the legally established general principles for audio and audiovisual commercial communications;
- compliance with the provisions for sponsorship;
- in the mentioning of the name of the programme qualification of the sponsors, which would encourage the use of their products or services, i.e. concealed advertising of sponsors, may not be used;
- the name may not be used on the programme podium;
- the mentioning of the name of the programme must not be extremely frequent, so as not to result in excessive highlighting of the sponsor, so that it will give them exaggerated importance through the often and invasive displaying of their name, trademark, image, activities, products or services and will disrupt the integrity of the programme, the rights of the authors, as well as the editorial independence.

² The Guidelines for the application of the provisions for placing products were published in the "Official Gazette of the Republic of Macedonia" No..201/14.

The slogans of sponsors from their previous or current advertising campaigns may not be used for names of the programmes.

Article 10

Promotional announcements for sponsored programmes

In promotional announcements of sponsored programmes, sponsors may be identified verbally and/or visually by inserting marks of the sponsor.

If the programme is sponsored by several sponsors, the promotional announcements of the programme shall identify the sponsors which participated with more funds in the production of the programme.

In promotional announcements of sponsored programmes, the mentioning of the sponsor must be brief and unobtrusive, without qualifications.

TELEVISION RULES

Article 11

Methods of identification

In programmes of providers of television programme services, sponsors can be identified in the following ways:

- announcements by the host (may contain information about the sponsor's name, address, working hours, web site and activities - production or selling of products or provision of services)
- rolling curtain using the split screen technique;
- inserting the logo of the sponsor, their name, the name or the image of a recognizable product or trademark in the corner of the bottom of the screen, using the split screen technique;
- information in the opening/closing curtain.

Article 12

Duration and frequency of identifications

The individual identification of sponsors in TV programmes through "announcements by the presenter" can last up to 30 seconds.

The individual identification of sponsors with "moving curtain" or by "inserting marks of the sponsor with the technique split screen" can last up to 10 seconds.

The individual identification of sponsors by "inserting marks of the sponsor with the technique split screen", must not exceed 1/8 of the visible part of the screen (picture).

Depending on the type and duration of the programmes, in the unit of one edition of sponsored audiovisual programme, the identifications of sponsors must not be extremely frequent, so as not to result in excessive highlighting of the sponsor, giving them exaggerated importance by the very frequent intrusive emphasising of their name, trademark, image, activities, products or services and disrupting the integrity of the programme, the rights of the authors, as well as the editorial independence.

RADIO RULES

Article 13
Methods of identification of the sponsors

In programmes of providers of radio programme services, sponsors may be identified in the following ways:

- announcements by the host (may contain information about the sponsor's name, address, working hours, web site and activities - production or selling of products or provision of services);
- jingles;
- information in the opening and/or closing jingle.

Article 14
Duration and frequency of identifications

The individual identification of sponsors in radio programmes through “announcements by the host”, or by “opening and/or closing jingle” can last up to 30 seconds.

The individual jingle for identification of the sponsors in radio programmes can last up to 10 seconds.

Depending on the type and duration of the programmes, in the unit of one edition of sponsored radio programme/programme block, the identifications of sponsors must not be extremely frequent, so as not to result in excessive highlighting of the sponsor, giving them exaggerated importance by the very frequent intrusive emphasising of their name, trademark, image, activities, products or services and disrupting the integrity of the programme, the rights of the authors, as well as the editorial independence.

RULES FOR AUDIOVISUAL MEDIA SERVICES ON DEMAND

Article 15
Methods of identification

In the catalogues of the providers of audiovisual media services on demand, sponsors can be identified in the following ways:

- Provision of information about the sponsor (logo, their name, the name or the image of a recognizable product or trademark) at an appropriate place in the catalogue of programmes;
- Inserting the logo of the sponsor, their name, the name or the image of a recognizable product or trademark before the beginning/opening jingle of the programme.

Article 16
Duration of identifications

The period of marking by posting information about the sponsor at an appropriate place in the catalogue of programmes is regulated by a separate commercial agreement between the provider of the audiovisual media services on demand and the sponsor.

The duration of the individual identification of the sponsor by Inserting the logo of the sponsor, their name, the name or the image of a recognizable product or trademark before the beginning/opening jingle of the programme may take up to 5 seconds.

III. FINAL PROVISIONS

Article 17

By the entry into force of this Rulebook, the Rulebook on the Method of Identification of Sponsors in Radio and Television Programmes (“Official Gazette of the Republic of Macedonia” No. 72/07) shall cease to be valid.

Article 18

This Rulebook shall enter into force on the day following its publication in the “Official Gazette of the Republic of Macedonia”.

**Agency for Audio and
Audiovisual Media Services**

President of the Council

**Lazo PETRUSHEVSKI,
handwritten signature**

No. 01-1876/1
12 March 2015
Skopje