



**Advertising and
Sponsorship Guidelines
for BBC Commercial Services**

January 2025

bbc.com/advertisingguidelines

CONTENTS

1.	Introduction	3
2.	Advertising	6
3.	Advertisement Features	19
4.	Sponsorship	24
5.	Children’s content	34
6.	Sales and Syndication	42
7.	Meanings	47

These guidelines are available online at:
bbc.com/advertisingguidelines

This URL should always be quoted rather than
any other URL to which it bounces.
It will always direct to the most up to date
edition of the guidelines.

This edition of the guidelines
was published in January 2025.

They were approved by
the BBC Advertising Governance Committee
on 18 October 2024

1. INTRODUCTION

- 1.1 Advertising and sponsorship are important to any commercial service. If executed well, they provide funding and can enhance a consumer's experience by adding to the editorial proposition. However, if executed badly, they can be a reputational risk and cause future commercial relationships to be put in jeopardy.
- 1.2 These guidelines have been written to protect the BBC's global reputation and ensure our editorial integrity and independence are not compromised. They set out the types of advertising and sponsorship relationships that are acceptable around the BBC brand. The guidelines apply to all BBC commercial services and should be read in conjunction with any applicable regulatory codes. They apply to all forms of advertising and sponsorship, including those created using artificial intelligence, and in all media including digital and social media, television and audio, and publications. Compliance with these guidelines fulfils the Commercial Criteria test regarding the reputation of the BBC, as set out in the Framework Agreement.
- 1.3 The guidelines should be applied in the spirit as well as the letter. That means that common sense should be applied. A strict legal interpretation should not be used to justify accepting an advertiser or sponsor which the guidelines intended to stop. Similarly, an unreasonable interpretation should not be used to prohibit something which is clearly in line with the intention of the guidelines.
- 1.4 **Any proposal to step outside these guidelines, or to create additional requirements, must be editorially justified. It must be discussed and agreed in advance with a senior editorial figure. BBC Director Editorial Policy and Standards must also be consulted.**

See also 2.16 below on additional referral categories

- 1.5 **Any proposal to temporarily remove advertising from all, or part, of a non-news service must be approved in advance by a senior editorial figure, who should consult the relevant divisional Head of Editorial Standards.**
- 1.6 For news services, the relevant senior editorial figure must approve operational guidance for circumstances in which advertising may be temporarily removed from all, or part, of the service.

COMPLIANCE

- 1.7 These guidelines are set by the Advertising Governance Committee. The Advertising Governance Committee is made up of representatives from BBC Editorial Policy, together with representatives from relevant BBC services. It approves the advertising compliance process for each commercial service.
- 1.8 The primary responsibility for ensuring advertising and sponsorship arrangements comply with these guidelines, and other applicable regulatory codes, rests with the commercial service itself. There must be a robust compliance process for each commercial service.
- 1.9 Each commercial service must have a designated 'Advertising Standards Guardian' or 'ASG' who takes responsibility for ensuring compliance with these guidelines. Certain types of advertising and all sponsorship arrangements require prior approval from the Advertising Standards Guardian. In other instances, referral should always be made to the ASG in cases of doubt.
- 1.10 The Advertising Standards Guardian and senior editorial figure for each commercial service are designated by the Advertising Governance Committee. These individuals should normally be in editorial roles with no direct commercial incentive to approve particular advertising and

sponsorship campaigns. *For example, they should not be in receipt of a Sales bonus.*

- 1.11 A sample review of the advertising on each commercial service should be undertaken at intervals determined by the Advertising Governance Committee. The results of these reviews should be presented to the Advertising Governance Committee.
- 1.12 **Any proposal for a more senior figure to overrule the decision of the designated senior editorial figure must be escalated to the relevant divisional Head of Editorial Standards.**

2. ADVERTISING

For programme and format sales and productions for third parties, see section 6.

PRINCIPLES

The guidelines in this section are based on the following principles. Where referral is necessary, these principles should be considered.

- 2.1 All advertising on BBC commercial services must be legal. It must follow applicable advertising laws and regulations which may differ by territory. In determining what an acceptable standard in a particular territory is, consideration should be given to local market practice; the BBC should always seek to position itself at the top end of market best practice. *For example, in the UK, magazines and websites should follow the Advertising Standards Authority CAP Code. Similarly television services operating in the UK should follow the Ofcom Broadcasting Code and the Advertising Standards Authority BCAP Code.*
- 2.2 Advertising must not be misleading, harmful or offensive. Generally acceptable standards must be applied to the content of all advertising materials so as to provide adequate protection for members of the public from the inclusion of offensive or harmful material.

See Editorial Guidelines section 5.4 on Audience Expectations and Generally Accepted Standards.

- 2.3 Advertising must not bring the BBC into disrepute or jeopardise the value of the BBC brand. It must:
- a) not compromise the BBC's impartiality, editorial integrity and independence
 - b) be suitable for the target audience
 - c) meet consumer expectations of the BBC brand

d) not encourage the infringement of the intellectual property or personal rights of others. *For example, advertising for a VPN service that promotes access to the BBC iPlayer from outside the UK.*

- 2.4 All advertising must be clearly presented as commercial content, distinct from editorial content. The nature of an advertising relationship must be transparent so that it is clear to the audience that they are seeing a commercial message, and who has funded that message. Surreptitious or subliminal advertising is prohibited.
- 2.5 The BBC must retain independent editorial control and responsibility for all editorial content. Advertisers must not influence content in a way that impairs the responsibility and editorial independence of the BBC.
- 2.6 Advertising arrangements must not include any endorsement by the BBC and should not create the impression of BBC endorsement.
- 2.7 The cumulative effect of the same advertising appearing many times on a BBC service must not compromise the BBC's impartiality, editorial integrity and independence.

CATEGORIES OF ADVERTISING

2.8 To protect the BBC's reputation, the following categories of advertising are prohibited:

- a) faith, religion and equivalent systems of belief
- b) adult products and services
- c) tobacco and cannabis products, including eCigarettes, vaporisers and non-prescription CBD products
- d) weapons and gun clubs

See section 7 for meanings.

2.9 Advertising for any other product may make reference to a CBD product in a secondary manner. *For example, advertising for a retailer could make reference to a CBD product alongside other products it sells.*

2.10 Political advertising is prohibited on any commercial service when it is targeted at the UK. In other territories, political advertising is only permitted where approval has been given by the Advertising Governance Committee. *See section 7 for meanings.*

2.11 Political advertising is prohibited around news and current affairs content and Children's content in all territories.

Additional prohibitions exist for Children's content. *See section 5.*

2.12 **Around all content, advertisements in the following categories must be approved by a senior editorial figure before they can be accepted for broadcast or publication:**

- a) political advertising (on services where this is permitted)**
- b) any advertising advocating a position on a political or industrial controversy or matters relating to current public policy.**

- c) governments and government agencies (except advertising promoting tourism, trade or investment).**

The senior editorial figure will consider whether the proposal would meet the principles in these guidelines in particular in relation to the BBC's impartiality.

2.13 Around news and current affairs content, advertisements in the following categories must be approved by the Advertising Standards Guardian before they can be accepted for broadcast or publication:

- a) government organisations promoting tourism, trade or investment. *See also 2.12c***
- b) Public Service Announcements, such as public information campaigns**
- c) charities, trusts, foundations and non-governmental organisations**
- d) lobby groups**
- e) infant formula or baby milk designed for infants under six months old. (This does not include 'follow on' formulas for infants older than six months).**

The Advertising Standards Guardian will consider whether the proposal would meet the principles in these Guidelines.

2.14 Where there is any doubt about the suitability of a particular advertisement, or where it deals with a political or industrial controversy or matters relating to current public policy, this should be referred to the Advertising Standards Guardian. Where this might compromise the BBC's editorial integrity, the ASG should escalate the matter to the senior editorial figure.

2.15 In determining whether subjects are controversial, in the UK or internationally, we should take account of:

- the level of public and political contention and debate
- whether the subject is a matter of substantive debate or importance in a particular nation, region, community or discrete areas which may resonate with a particular or substantial part of the audience
- how topical the subject is
- the sensitivities of relevant audiences' beliefs and culture
- a reasonable view on whether the subject is serious
- the distinction between matters grounded in fact and those which are a matter of opinion

See also Editorial Guidelines section 2.4.5 on Controversial Subjects, Current Public Policy and Political Issues.

2.16 Certain other categories of advertising may need to be approved by the Advertising Standards Guardian before they can be accepted for broadcast or publication. These categories will be determined for individual services as agreed with the Advertising Governance Committee.

2.17 Where there is an established industry-wide compliance process for pre-approval, some of the categories in 2.12 and 2.13 may not need to be referred to the Advertising Standards Guardian or senior editorial figure for approval, subject to agreement by the Advertising Governance Committee. *For example, the service provided by Clearcast to UK commercial television broadcasters.*

POLITICAL ADVERTISING

2.18 **Any service wishing to accept political advertising for the first time must seek approval from the Advertising Governance Committee.**

- 2.19 Political advertising is prohibited around news and current affairs content and Children’s content in all territories.
- 2.20 Where political advertising is permitted, it must clearly identify the candidate or party on whose behalf the advertising is placed.
- 2.21 Advertising must be available on the same basis to all parties or candidates standing for elections. A political advertiser may not have a commitment to a share of voice exceeding 25% of total advertising at any point in time. Category exclusivity is prohibited for political advertising. *See sections 2.39 to 2.48.*
- 2.22 **All political advertisements must be approved in advance by a senior editorial figure. The senior editorial figure will consider whether:**
- **the proposal would compromise the BBC’s impartiality**
 - **the proposal would bring the BBC into disrepute**

GOVERNMENT, CHARITY AND LOBBY GROUP ADVERTISING

- 2.23 Advertising by governments and government agencies, charities, trusts, foundations and non-governmental organisations and lobby groups must not compromise the BBC’s impartiality or bring the BBC into disrepute.
- 2.24 In territories where political advertising is prohibited, and around content where political advertising is prohibited, such advertising should not be focused on a controversial subject that relates to a matter of current public policy, a political or industrial controversy, or a lobbying call to action. Any political or lobbying call to action must be incidental to the main purpose of the advertising.

SURROGATE ADVERTISING

2.25 Where a product or service shares a name or trademark with a prohibited product or service, advertising is only acceptable where it does not give the impression of promoting the prohibited product or service and cannot be seen as a backdoor route to advertising the prohibited product or service. *For example, a product which shares its name with a tobacco brand, or a product which shares its name with an alcohol brand in a territory where alcohol cannot be advertised.*

FORMAT OF ADVERTISING

2.26 The suitability of advertisement formats should have regard to:

- a) consumer expectations of the BBC brand
- b) consumer experience
- c) market norms in the relevant territory

2.27 Advertising should not appear in a similar style to the editorial content to which it is adjacent so that consumers can clearly distinguish between editorial content and advertising. Advertising should not emulate BBC editorial content. Overlay advertising is prohibited during programmes on television services or over long form audio-visual content (of more than 12 minutes or 40% of a programme). Overlay advertising is prohibited during any Children's content.

2.28 Advertising may not be sold against an individual story on news and current affairs or consumer review content. *For example, an advertiser could not buy advertising specifically around a particular business report on a company going into liquidation. However, it is acceptable to buy advertising around a theme, such as the coverage of the Davos World Economic Forum, or a tag, such as 'liquidation'. Similarly an advertiser could not buy advertising specifically around an individual car review.*

- 2.29 Around other content, the placement of advertising on the same subject should not give the impression that the advertiser has had any influence over the editorial content. On television and audiovisual services, a house advertisement, promotional content, channel ident or sting can be used to separate such advertising from editorial content. Online this can be achieved by limiting a share of voice to no more than 50% around relevant content. In publications, such advertising should not normally appear on the same page spread. This rule does not prohibit the sale of advertising around specific content through digital programmatic platforms.
- 2.30 Advertising arrangements on commercial services available in the UK must be presented in such a way that there is no confusion to consumers about what is a public service and what is a commercial service. Such services should be identifiable as commercial services. *For example, through the use of labels.*
- 2.31 The BBC brand, that is the BBC name, logos, titles, channel names, programme titles, formats or characters, sets, music or catchphrases and any other identifiable BBC content should not be used by commercial advertisers, except in joint promotions or advertising for licenced BBC products and services.
- 2.32 **Any proposal to accept an advertisement for a joint promotion or licenced BBC product or service which features the BBC brand must be approved by the Advertising Standards Guardian who will:**
- **ensure that the relevant approvals have been obtained for the joint promotion, or to advertise the product or service under the terms of the license agreement.**
 - **consider whether it would give the perception of endorsement of the third party by the BBC.**

- **ensure that the number and prominence of references to the BBC across the campaign is proportionate to the BBC’s involvement in the product.**

See Editorial Guidelines section 16.4.23 on Third Party advertising and the BBC brand.

2.33 Digital advertising must not unduly interrupt the user’s experience of the editorial content without the user’s permission. Users should normally signal intent before receiving more intrusive forms of advertising. *For example, click or hover to initiate.*

2.34 **Any proposal to accept a new digital advertising format must be approved by the Advertising Standards Guardian who will consider whether it is appropriate for the relevant BBC service or publication.**

The ASG may then provide operational guidance for the execution and ongoing use of the format as it evolves. This operational guidance must be approved by the Advertising Governance Committee.

2.35 Television advertisements of a duration of more than five minutes, sometimes referred to as ‘infomercials’, are not normally permitted. Where a service is off-air, infomercials may be transmitted as long as it is clear to viewers that they are not watching a BBC service. *For example, this may be acceptable overnight.*

USE OF BBC TALENT IN ADVERTISING

2.36 Staff, and regular magazine or website contributors, must not appear in advertising in their publication or on their service, unless it is advertising for a joint promotion or licenced BBC product or service.

2.37 Any advertising that features a programme presenter or occasional magazines or website contributor should be clearly separated from their editorial contribution. It should not appear adjacent to their

contribution and must avoid giving the impression that the advertising has influenced the choice of contributor.

2.38 Any proposal to accept advertising that features a programme presenter or occasional magazine or website contributor on their service or in their publication must be approved by the Advertising Standards Guardian who will consider whether:

- **it would give rise to a conflict of interest**
- **the relevant approvals have been obtained**

See Editorial Guidelines sections 4.4.35-4.4.42 Conflicts of Interest: On-air Talent and Others with a Prominent On-air role: promotional activity including commercial advertising and endorsements.

SHARE OF VOICE AND EXCLUSIVE ARRANGEMENTS

2.39 An advertiser may seek to buy all available advertising space, giving them 100% share of voice. For this purpose, 'house ads' should not be included in the share of voice calculation. A 100% share of voice is often called a 'takeover', a 'buyout' or a 'solus' advertising arrangement. This is distinct from sponsorship because no form of credit can be given. *For example, 'In association with ...'.*

2.40 Takeover arrangements must be time limited to ensure there is no impression of BBC endorsement.

2.41 Any proposal for a takeover lasting more than 48 hours must be approved by the Advertising Standards Guardian who will consider whether:

- **it would give the perception of endorsement by the BBC**
- **it would give the perception of sponsorship where such an arrangement would be inappropriate.**

- 2.42 Takeover arrangements across the whole of a substantive service or publication are only permitted for a very short period of time (less than 48 hours or one edition). Following such a takeover there must be a break of at least 7 days (or three editions) before the same advertiser may have a further takeover.
- 2.43 **Any proposal for a takeover arrangement across the whole of a substantive service or publication must be approved in advance by a senior editorial figure who will consider whether:**
- **it is appropriate for the relevant BBC service or publication**
 - **it would compromise the BBC's impartiality, editorial integrity and independence**
 - **it would bring the BBC into disrepute**
- 2.44 For consumer advice and review content, any takeover by an advertiser whose products or services are likely to be reviewed must not exceed 7 days in length to avoid any perception of sponsorship where this would not be permitted.
- 2.45 **For news and current affairs content, any takeover for more than 7 days must be approved in advance by a senior editorial figure who will consider whether:**
- **the proposal would be perceived as sponsorship which is prohibited for news and current affairs content**
 - **the proposal would compromise the BBC's impartiality**
- 2.46 In determining whether a takeover is acceptable, the following factors should be considered:
- a) the proximity between the editorial content and the product or service to be advertised
 - b) the duration and/or recurrence of the takeover

- c) the appropriate percentage of advertising units across the service which would be subject to the takeover
- d) the audience (or level of traffic) attracted to the content being taken over
- e) the frequency with which online editorial content is updated. For example, sections which are updated less frequently may be more acceptable for longer term takeovers
- f) the method of delivery of other advertising on the service. For example, takeovers online are less likely to lead to an impression of sponsorship where the use of automated targeted advertising may result in the audience seeing the same advertising repeatedly.
- g) in publications, the layout of the editorial content in relation to the advertising

2.47 An advertiser may seek an exclusivity arrangement, where they are the only advertiser from a particular category of advertiser. Such arrangements must be time limited. Category exclusivity is prohibited for political advertisers.

2.48 Category exclusivity for consumer advice and review content by an advertiser whose products or services are likely to be reviewed must not exceed 7 days.

THIRD PARTY SUPPLIED ADVERTISING ON BBC SERVICES

2.49 In some cases the BBC may contract a third party to supply advertising for a BBC service. *For example, an advertising agent may sell advertising on BBC television channels as part of a wider arrangement with a carriage provider. Similarly an online ad network, ad exchange or other automated buying platform might provide programmatic advertising for a BBC website.*

2.50 Where a third party is responsible for the automated provision of advertising on a BBC branded service (such as through a programmatic trading platform), the contractual arrangements must include the following requirements:

- a) that the BBC branded service is provided with tools to block specific categories of advertising (including those categories which are prohibited) and that these tools may be applied at the BBC's absolute discretion. Alternatively the third party can agree to implement such category blocking as requested by the BBC branded service.
- b) that the BBC branded service is provided with tools to block specific advertisers or advertising creatives, and that these tools may be applied at the BBC's absolute discretion. Alternatively the third party can agree to implement the blocking of specific advertisers or advertising creatives as requested by the BBC branded service.
- c) that the third party commits to take down any advertising which the BBC believes is reputationally damaging, at the BBC's absolute discretion, within 24 hours.

2.51 **The tools, settings and other arrangements used for the automated provision of advertising on a BBC branded service must be approved in advance by the Advertising Standards Guardian who will ensure they meet the requirements of these guidelines.**

2.52 Where a third party is responsible for the non-automated sale, broadcast or publishing of advertising on a BBC branded service, the contractual arrangements should include a requirement to comply with these guidelines.

2.53 **Any proposed exceptions (to 2.50 to 2.52) must be agreed in advance by the Advertising Governance Committee.**

3. ADVERTISEMENT FEATURES

- 3.1 Advertisement Features, as the name implies, are advertisements that are presented in an editorial style. They are paid for by the advertiser and under their control. Sometimes they are referred to as an advertiser's 'microsite', as an advertorial, 'paid for' content, or as native advertising. 'Branded Content' is a generic term which could be used to describe an Advertisement Features amongst other activities. Its use should be avoided where a more specific term is available.
- 3.2 Advertiser Funded Programmes are not a form of Advertisement Feature and are covered in the section on Sponsorship. *See 4.14-4.16.*
- 3.3 Advertisement Features must:
- a) be on a subject matter that is appropriate for the relevant audience
 - b) be of an appropriate quality to be published alongside BBC content
 - c) not influence, or reasonably be perceived to have influenced, the editorial content of the service or publication
 - d) not imply endorsement of any product or service by the BBC
 - e) not feature the BBC brand, that is the BBC name, logos, titles, channel names, programme titles, formats or characters, sets, music or catchphrases and any other identifiable BBC content except if this is a reference to a relevant joint promotion or relevant licenced BBC product or service. *See 3.9.*
- 3.4 Advertisement Features must remain distinct from the editorial content, so that the consumer knows it is advertising and not editorial. It may be written and designed by editorial staff. However, BBC staff (and those of our licensees) and regular contributors should not be given a by-line for any Advertisement Feature they write, nor should they be featured by name or photograph. A production credit (for a non-editorial BBC

department) may be included in a secondary position, normally at the foot or end of the content.

3.5 Advertisement Features must be clearly and prominently labelled as advertising at the top of the content. Where video content is posted to a BBC social media account, the Advertisement Feature must be labelled throughout. The label 'Advertisement Feature' should normally be used in all cases, unless other wording has been agreed in advance by the Advertising Governance Committee.

3.6 Advertisement Features must only include BBC on-air talent where written confirmation has been obtained from the on-air talent (or their agent) that there is no conflict and that they have the necessary permission to undertake the work (if appropriate). The restrictions that apply to advertisements by on-air talent can be found in the BBC Editorial Guidelines and associated Editorial Guidance Notes. Normally, regular BBC presenters are contractually required to adhere to the BBC's Conflicts of Interest policy and to seek permission from the BBC for any advertising commitments. Staff, and regular magazine or website contributors should not appear in Advertisement Features in their publication or on their service, unless it is advertising for a joint promotion or licenced BBC product or service.

See Editorial Guidelines sections 4.4.35-4.4.42 Conflicts of Interest: On-air talent and Others with a Prominent On-Air role: promotional activity including commercial advertising and endorsements.

APPROVAL FOR ADVERTISEMENT FEATURES

3.7 **All Advertisement Feature deals must be approved by the Advertising Standards Guardian who will consider whether the relationship is appropriate.**

See section 3.11 below

3.8 The creative execution of all Advertisement Features must also be approved by the Advertising Standards Guardian who must ensure the relevant editor has approved it. The final responsibility for approving Advertisement Features, like editorial content, rests with the editor.

The Advertising Standards Guardian and editor will consider whether:

- **it is appropriate for the relevant BBC service or publication**
- **it would meet the principles in these Guidelines**

3.9 Any proposal to include the BBC brand in a reference to a joint promotion or licensed BBC product or service must be referred to a senior editorial figure who will:

- **ensure that the relevant approvals have been obtained for the joint promotion, or to advertise the product or service under the terms of the license agreement**
- **consider whether the inclusion of the BBC brand would give the perception of endorsement of the third party by the BBC.**
- **ensure that the number and prominence of references to the BBC across the campaign is proportionate to the BBC's involvement in the product**

3.10 Any proposal to include an Advertisement Feature around Children's Content must be referred to a senior editorial figure who will consider whether there is sufficient distinction, separation and labelling in order that children will understand this is advertising.

PARTNERS FOR ADVERTISEMENT FEATURES

3.11 Before entering into any arrangement to produce or publish an Advertisement Feature, we must ensure that:

- a) the third party is appropriate

- b) the relationship is appropriate given the activity being undertaken
- c) the BBC will maintain independent editorial control over its editorial content and output

See Editorial Guidelines sections 16.4.1-16.4.10 on Appropriateness.

3.12 The following categories of partner are prohibited:

- a) political advertising
- b) faith, religion and equivalent systems of belief
- c) adult products and services
- d) tobacco and cannabis products, including eCigarettes, vaporisers and non-prescription CBD products
- e) weapons and gun clubs
- f) infant formula or baby milk designed for infants under six months old. (This does not include 'follow on' formulas for infants older than six months)

3.13 Advertisement Features for other categories may not promote any prohibited category. *For example a retailer may not reference the sale of CBD products in their Advertisement Features.*

3.14 **Advertisement Feature deals in the following categories must be approved in advance by a senior editorial figure:**

- a) governments and government agencies**
- b) Public Service Announcements, such as public information campaigns**
- c) charities, trusts, foundations and non-governmental organisations**
- d) lobby groups**

- e) **gambling such as betting, casinos and lotteries**
- f) **any advertising advocating a position on a political or industrial controversy or matters relating to current public policy**

See section 7 for meanings.

The senior editorial figure will consider whether the proposal would meet the principles in these guidelines in particular in relation to the BBC's impartiality.

PROMOTION OF ADVERTISEMENT FEATURES

- 3.15 Advertisement Features may be promoted. Production credits (for a non-editorial BBC department) must remain brief and secondary in such promotions. Where the promotion is on a BBC commercial service, the promotion must be clearly labelled as advertising.
- 3.16 Where an Advertisement Feature is hosted on a BBC website, the BBC URL may not be quoted in any promotion or advertising. Instead, a 'vanity' URL should be used which redirects to the Advertisement Feature. *For example, LifeStory.com could redirect to BBC.com/xxx...*

4. SPONSORSHIP

For programme and format sales and productions for third parties, see section 6

- 4.1 Sponsorship is where another party (not engaged in the provision or production of content) makes any contribution to the funding of editorial content (or its publication or broadcast) with a view to promoting their name, products, services, trademarks and/or activities. Sponsorship includes Advertiser Funded Programmes (or 'AFP'). Sponsorship is distinct from advertising because a sponsor is credited for their direct investment, providing them with a closer association with the content.

PRINCIPLES

- 4.2 All sponsorship arrangements must meet the principles for advertising. *See sections 2.1 to 2.7.*
- 4.3 All sponsorship arrangements must be clearly identified by means of a sponsorship credit which identifies the sponsor.
- 4.4 Sponsorship arrangements must not lead to the creation or distortion of editorial content so that it becomes a vehicle for the purpose of promoting the sponsor. In all cases, the BBC should have a full understanding of the relationship between the contributor and the editorial content, as well as a full appreciation of the motivation and reasons a contributor is financing content.
- 4.5 The BBC must maintain independent editorial control and responsibility for all editorial content. Sponsorship arrangements must not influence content or scheduling in such a way as to impair the responsibility and editorial independence of the BBC. It must not create a conflict of interest which could compromise the BBC's impartiality, editorial integrity and independence. Political, commercial, financial or other

interests must not influence, or be reasonably perceived as having influenced BBC editorial judgements.

- 4.6 An organisation may not sponsor content which, had it not been sponsored, could have been expected to contain material which might conflict with the sponsor's interests.
- 4.7 References within sponsored editorial content to the sponsor's name, products, services or trademarks, may fall within the definition of product placement, which must follow the product placement guidelines in the Editorial Guidelines.

See Editorial Guidelines section 15.4.29-15.4.37 on Product Placement.

- 4.8 Where sponsored content is made available in the UK, it must be clear that it is the activity on a Commercial Service that is being sponsored and not any underlying BBC Public Service commissioned programme or brand.

CONTENT TO BE SPONSORED

- 4.9 The following categories of content must not be sponsored:
- a) BBC.com as a whole.
 - b) News and current affairs content and services. *See section 4.35 – 4.43.*
 - c) General consumer advice programmes and services which could deal with any topic. *For example, Radio 4's Money Box programme.*
 - d) Religious content.
- 4.10 Other sponsorship arrangements must not give the impression that any of these categories of content have been sponsored. *For example, where a newsletter is sponsored, but contains news or current affairs content, it*

should be clear that it is the means of delivery that is being sponsored and not the editorial content.

- 4.11 Content that includes review of, or advice on, products or services cannot be sponsored by an organisation whose products or services are likely to be reviewed. This is to avoid the perception that the sponsor may have influenced the editorial selection or conclusions.

CHANNEL, WEBSITE AND PUBLICATION SPONSORS

- 4.12 For television services, websites and publications, it may be acceptable to have a channel sponsor, site sponsor or edition sponsor. Such arrangements are not allowed for news and current affairs or children's services.

- 4.13 **Any proposal for a channel, website or edition sponsor must be approved in advance by a senior editorial figure. The senior editorial figure will consider whether:**

- **the proposal is appropriate for the relevant BBC service or publication**
- **the proposal would compromise the BBC's impartiality, editorial integrity and independence**
- **the proposal would bring the BBC into disrepute**

ADVERTISER FUNDED PROGRAMMES (OR 'AFP')

- 4.14 Advertiser Funded Programmes (or 'AFP') is where an advertiser has been involved in the commissioning and/or creation of the programme, beyond simply providing the funding. It should be treated as content sponsored by that advertiser.

- 4.15 Advertiser Funded Programmes should not normally include the BBC brand, that is the BBC name, logos, titles, channel names, programme

titles, formats or characters, sets, music or catchphrases and any other identifiable BBC content. **Any proposal to include the BBC brand in an Advertiser Funded Programme must be agreed in advance by a senior editorial figure, who should consult the relevant divisional Head of Editorial Standards.**

- 4.16 **All Advertiser Funded Programmes must be approved in advance by a senior editorial figure who will consider whether:**
- **the proposal is appropriate for the relevant BBC service**
 - **the programme will comply with the BBC Editorial Guidelines**
 - **the BBC will maintain independent editorial control over the programme it transmits**
 - **the proposal would meet the sponsorship principles in these guidelines**

CHOICE OF SPONSOR

- 4.17 Before accepting a sponsor, we must ensure that:
- a) the third party is appropriate
 - b) the relationship is appropriate given the activity being undertaken
 - c) the BBC will maintain independent editorial control over its editorial content and output.

See Editorial Guidelines sections 16.4.1-16.4.10 on Appropriateness.

- 4.18 **All sponsors must be approved in advance by the Advertising Standards Guardian who will consider whether the relationship is appropriate.**
- 4.19 Organisations may not sponsor content if they are prohibited from advertising in that medium or territory.

4.20 The following categories of advertiser are prohibited from sponsoring any content:

- a) political advertising
- b) faith, religion and equivalent systems of belief
- c) adult products and services
- d) tobacco and cannabis products, including eCigarettes, vaporisers and non-prescription CBD products
- e) weapons and gun clubs
- f) infant formula or baby milk designed for infants under six months old. (This does not include 'follow on' formulas for infants older than six months)

4.21 **Sponsorship by advertisers in the following categories must be approved in advance by a senior editorial figure:**

- a) governments and government agencies**
- b) Public Service Announcements, such as public information campaigns**
- c) charities, trusts, foundations and non-governmental organisations**
- d) lobby groups**
- e) gambling such as betting, casinos and lotteries**
- f) any advertising advocating a position on a political or industrial controversy or matters relating to current public policy**

The senior editorial figure will consider whether:

- the proposal is appropriate for the relevant BBC service or publication**

- **the proposal would compromise the BBC's impartiality, editorial integrity and independence**
- **the proposal would bring the BBC into disrepute**

SPONSORSHIP CREDITS

- 4.22 The sponsorship credit should clearly identify the sponsor by reference to its name or trademark and establish the association between the sponsor and the sponsored content. On television services in the UK and across the European Union advertising messages are prohibited within sponsorship credits.
- 4.23 The sponsorship credit may not make reference to any prohibited category of sponsor. *For example a retailer may not reference the sale of CBD products in their sponsorship credit.*
- 4.24 The sponsorship credit should normally use the term 'sponsored by' or 'in association with', unless this is not established practice in the particular market.

The use of any other term should be approved by a senior editorial figure who will consider whether the proposed term clearly and transparently describes the relationship as sponsorship.

- 4.25 The sponsor's name or logo should be displayed or clearly identified, provided it does not imply that they have ownership or editorial control of the content.
- 4.26 The sponsorship credit must not suggest that the content has been made by the sponsor.
- 4.27 The sponsor's name should not normally be incorporated into the name of the content. *For example, '[Sponsor's] Film Guide' would not be permitted, but 'Film Guide in association with [Sponsor]' would be*

acceptable. It may be acceptable to incorporate the sponsor's name into the title of an Advertiser Funded Programme where it is not a news or current affairs programme.

4.28 The use of any BBC brand within a sponsorship credit or billboard must be consistent with the principles set out in the relevant BBC branding guidelines.

4.29 BBC News presenters or those normally associated with news programming may not appear in sponsorship credits for any content.

4.30 **The format and content of all sponsorship credits must be approved in advance by the Advertising Standards Guardian who will consider whether they meet the requirements of these guidelines.**

4.31 On television and audiovisual services, all sponsor credits broadcast during programmes must not be unduly prominent. Credits broadcast during programmes must only consist of a brief, neutral visual and/or verbal statement identifying the sponsorship arrangement.

Any such credit must be approved in advance by a senior editorial figure who will consider whether they are unduly prominent.

4.32 On audio, a sponsorship credit may be read by the host of the content, so long as they are not a BBC News presenter. Such credits may include advertising messages. Host read sponsorship credits must remain distinct from the editorial content.

Any such credit must be approved in advance by a senior editorial figure who will consider whether the sponsorship credit:

- **remains distinct from editorial content**
- **would give the perception of endorsement by the BBC**
- **presents an inappropriate conflict of interest**

PROMOTION OF SPONSORED CONTENT

- 4.33 Where there is promotion of sponsored content (such as a programme trail, house ad or social media post), any reference to the sponsor must remain brief and secondary. The primary purpose must be to promote the editorial content.
- 4.34 Sponsored content may be promoted elsewhere on the same service (or on other services), including around content which itself cannot be sponsored. However, such promotion must not create the impression that there is any relationship between the sponsor and the content which cannot be sponsored. *For example, a sponsored section of BBC.com can be promoted on a news page (including reference to the sponsor) so long as there is no perception that news content has been sponsored.*

NEWS AND CURRENT AFFAIRS CONTENT

- 4.35 BBC News is a trusted source for news from around the world. News in whatever form must be treated with due impartiality.

See Editorial Guidelines sections 2.4.11- 2.4.13 Impartiality for News, Current Affairs and Factual Journalism Output.

In order that the perception of due impartiality is not compromised news and current affairs content cannot be sponsored.

- 4.36 ‘Current affairs’ means content that contains explanation and/or analysis of current events and issues, including material dealing with political or industrial controversy or with current public policy.

Matters of political or industrial controversy are political or industrial issues on which politicians, industry and/or the media are in debate. Matters relating to current public policy need not be the subject of debate but relate to a policy under discussion or already decided by a

local, regional or national government or by bodies mandated by those public bodies to make policy on their behalf. *For example, non-governmental organisations, regulators, etc.*

- 4.37 Specialist reports which contain no current affairs commentary or analysis (such as sport, travel and weather reports), and unmediated business data (such as financial market information), may be sponsored if they are clearly separated from news content. To avoid the impression that news has been sponsored, such reports should not be described as 'news'.

See also Editorial Guidelines sections 16.4.53-16.4.61 on External Funding for BBC World Service which is not co-production or sponsorship and for BBC Media Action.

NEWS PROGRAMMES

- 4.38 Legislation prohibits the sponsorship of news and current affairs programming broadcast in the UK and across the European Union.
- 4.39 News and current affairs services cannot be sponsored. Individual programmes may be sponsored unless their sponsorship is specifically prohibited.
- 4.40 **The decision about whether individual programmes, broadcast within a news and current affairs service, can be sponsored must be referred to a senior editorial figure who will consider whether the proposal would compromise the impartiality of the BBC.**

BUSINESS PROGRAMMES

- 4.41 Sponsorship of business and financial television programmes that contain business news, including explanation or analysis of current financial and economic issues is prohibited in the UK and across the European Union.

- 4.42 In other regions, where local regulations allow, content which is predominantly for the purpose of providing business reports may be sponsored. Such programmes should not include 'News' or 'BBC News' in their title or promotion.
- 4.43 **The decision about whether business content can be sponsored must be referred to a senior editorial figure who will consider whether the proposal would compromise the impartiality of the BBC.**

5. CHILDREN'S CONTENT

The guidelines on Advertising, Advertisement Features and Sponsorship in sections 1 to 4 also apply to all Children's content.

- 5.1 The BBC is a trusted provider of content for children. As such, we have a responsibility to ensure that advertising around this content is appropriate and does not encourage children to undertake harmful activities. In determining what advertising is appropriate around Children's content, the age of the target audience should be taken into account.
- 5.2 For the purpose of these guidelines, children should be taken to mean all children and young people under the age of 18.
- 5.3 Advertising should be suitable for the target audience. That is, it must not contain any material which would not be suitable for an unsupervised child to use. Advertisements must not:
- a) contain anything that is likely to result in the physical, mental or moral harm of children
 - b) contain anything that it is unsafe for an unsupervised child to use. *For example, matches and adhesives or products labelled 'keep out of the reach of children' which are not shown in the context of adult supervision*
 - c) encourage children to copy any practice that might be unsafe for a child. It should not contain behaviour that is likely to be easily imitable by children in a manner that is dangerous. *For example, advertisements should not depict children in hazardous situations or behaving dangerously such as crossing a main road without appropriate adult supervision*

- d) encourage children to enter strange places or talk/communicate with strangers. *For example, advertisements should not encourage children to use websites which are not suitably moderated*
- e) contain offensive or profane language
- f) suggest that a child is inferior or unpopular for not buying a particular product
- g) seek to exploit children's credulity, loyalty, vulnerability or lack of experience. (Child actors may feature in advertisements but care must be taken to ensure that those advertisements neither mislead nor exploit children's inexperience, credulity or sense of loyalty)
- h) encourage 'pester power'. *For example, the arrangements should not encourage children to persuade their parents, guardians or other persons to buy or hire a product or service for them*
- i) actively encourage children to replace main meals with unhealthy snack foods. Due consideration should be given to local custom and market best practice. *See also 5.12*

5.4 Advertisements that involve promotions must not:

- a) encourage excessive purchases in order to participate in the promotion
- b) exaggerate the value of any prizes on offer, or the chances of winning them

5.5 All services which use children's brands are presumed to be Children's content **Any proposal for a service which uses children's brands to be treated as a service aimed at adults must be approved in advance by the Advertising Governance Committee.**

PROHIBITED CATEGORIES OF ADVERTISING AROUND CHILDREN'S CONTENT

- 5.6 The following categories of advertising may not be carried in or around any BBC products and services aimed at children:
- a) political advertising, including any advertising advocating a position on a political or industrial controversy or matters relating to current public policy
 - b) faith, religion and equivalent systems of belief
 - c) psychic practices, including services that are clearly of an entertainment nature. *For example, Tarot cards*
 - d) adult products and services
 - e) tobacco and cannabis products, including eCigarettes, vaporisers and non-prescription CBD products
 - f) weapons and gun clubs (including replica weapons)
 - g) infant formula or baby milk designed for infants under six months old. (This does not include 'follow on' formulas for infants older than six months)
 - h) everyday food and drink items which are not classed as healthy, such as HFSS products. *See 5.12 below*
 - i) fast food or quick service restaurants, regardless of the specific products being advertised. *See 5.12 below*
 - j) alcohol
 - k) gambling such as betting, casinos and lotteries, including gaming apps
 - l) cosmetic medical services such as cosmetic surgery
 - m) dating services

- n) dieting and weightloss such as dietary supplements
- o) fireworks
- p) over the counter or prescription medications
- q) advertising aimed at children, for products and services which they cannot purchase. *For example, lottery tickets or computer or console games that are not rated for under 18s*

5.7 Advertising for contraceptives and family planning products and services may not be carried in or around any BBC product or service aimed at children under the age of 10.

5.8 In some cases advertising around content aimed at very young children may be directed towards the carer rather than the children. Care should be taken to ensure the advertising is still appropriate for a children's audience. None of the prohibited categories of advertising above may appear. However, it may be possible to advertise other products or services which a child cannot legally purchase or consume.

For example, advertising for a college savings fund, or for a credit card, aimed at the carer rather than the child could be acceptable. However, advertising for a lottery would be inappropriate (in the UK, children cannot purchase lottery tickets). As would advertising for cinema tickets for a film classified as unsuitable for under 15s.

CATEGORIES OF ADVERTISER REQUIRING REFERRAL AROUND CHILDREN'S CONTENT

5.9 **Advertisements in the following categories must be approved by the Advertising Standards Guardian before they can be accepted for broadcast or publication on a BBC service aimed at children:**

- a) **government organisations promoting tourism, trade or investment**

- b) fertility, family planning and sexual health products and services**
- c) cosmetics and cosmetic services**
- d) hair care products**
- e) fragrances**
- f) medicines and pharmaceutical products**
- g) health and medical services**
- h) games apps**
- i) vitamins and supplements**

The Advertising Standards Guardian will consider whether:

- the proposal would meet the principles in these Guidelines**
- the proposal is appropriate for a children's service**

5.10 Where there is any doubt about the suitability of a particular advertisement, or where the advertisement deals with a controversial subject that relates to a matter of current public policy, this should be referred to the Advertising Standards Guardian. Where this might compromise the BBC's editorial integrity, the ASG should escalate the matter to the senior editorial figure.

5.11 **The following categories of advertising must be approved by a senior editorial figure before they can be accepted for broadcast or publication on a BBC service aimed at children:**

- a) governments and government agencies (except advertising promoting tourism, trade or investment)**
- b) Public Service Announcements, such as public information campaigns**
- c) charities, trusts, foundations and non-governmental organisations**

d) lobby groups

The senior editorial figure will consider whether:

- **the proposal would meet the principles in these guidelines in particular in relation to the BBC's impartiality**
- **the proposal is appropriate for a children's service**

FOOD AND DRINKS

5.12 The BBC Studios Food Policy outlines the types of food and drink products to which a BBC Children's brand could be licensed. BBC commercial services would not normally accept advertising around children's content for food and drink products which fall outside these parameters such as products high in fat, salt or sugar ('HFSS').

FORMAT AND SCHEDULING OF ADVERTISING AROUND CHILDREN'S CONTENT

5.13 Overlay advertising is prohibited during Children's content.

5.14 Advertising around Children's content must not include persons (including puppets or animated characters) who appear regularly in BBC children's programmes. This does not prohibit featuring a 'pack shot' where the packaging artwork features a presenter or character.

5.15 Advertising for merchandise of appeal to children based on a children's brand must not appear around any content related to the same brand.

The placement of advertising for merchandise that does not appeal to children around content related to the same brand must be approved by a senior editorial figure.

5.16 To maintain a distinction between editorial content and advertising that is clear to a children's audience, and to minimise any risk of confusion

between the two, advertising around editorial content must not feature any presenters or performers associated with the editorial content (regardless of whether they appear in the specific piece of content). This does not prohibit featuring a 'pack shot' where the packaging artwork features a presenter or performer.

- 5.17 For the purposes of 5.14 to 5.16 advertising around Children's content includes the entire advertising breaks before, during and after the content.
- 5.18 Sections 5.14 to 5.16 do not apply to printed publications in cases where the advertising is very clearly distinct from the adjacent editorial content. **The placement of such advertising in a printed publication must be approved by the Advertising Standards Guardian.**

ADVERTISEMENT FEATURES AROUND CHILDREN'S CONTENT

See also Section 3.

- 5.19 **Any proposal to include an Advertisement Feature around Children's Content must be referred to a senior editorial figure who will consider whether there is sufficient distinction, separation and labelling in order that children will understand this is advertising.**

SPONSORED CHILDREN'S CONTENT

- 5.20 All sponsorship arrangements around Children's content must meet the principles for advertising (see sections 2.1 to 2.7) and the principles for sponsorship (see 4.2 to 4.8)
- 5.21 In addition, sponsorship arrangements around Children's content must not encourage 'pester power'. *For example, the arrangements should not encourage children to persuade their parents, guardians or other persons to buy or hire a product or service for them.*

- 5.22 Children's television services may not have channel sponsors. However, individual programmes and blocks of programmes may be sponsored.
- 5.23 Children's content may only be sponsored by organisations who can advertise around Children's content. In addition, sponsorship is not allowed by products or services that directly appeal to children (even where the sponsorship message is directed towards the carer rather than the children).
- 5.24 **All sponsorship arrangements relating to Children's content must be approved in advance by a senior editorial figure.**

The senior editorial figure will consider whether:

- **the proposal would meet the principles in these guidelines**
- **the proposal is appropriate for a children's service**

6. SALES AND SYNDICATION

PROGRAMME AND FORMAT SALES

- 6.1 A programme sale is where individual BBC programmes, or a collection of BBC programmes, are sold to another broadcaster for inclusion in their branded service. This includes programmes sold by the BBC on behalf of a third party.
- 6.2 A format sale is where a BBC programme format is sold to another broadcaster for them to produce their own version of that programme for inclusion in their branded service. This includes formats sold by the BBC on behalf of a third party. It also includes productions of BBC programme formats for other broadcasters produced by the BBC.
- 6.3 Where programme or format sales are to be included in a BBC branded block of programming, this is considered to be a BBC branded service and sections 1-5 of these guidelines apply rather than this section.
- 6.4 For programme and format sales, there should always be a contractual requirement allowing the relevant BBC commercial service to request that the broadcaster cease an advertising or sponsorship activity around BBC programmes where this is deemed to jeopardise the reputation of the BBC.

ADVERTISING

- 6.5 The BBC does not place any restrictions on advertising that appears in clearly distinct commercial breaks beyond the requirement that this should not jeopardise the reputation of the BBC.
- 6.6 Advertising that does not appear in clearly distinct commercial breaks, such as overlay advertising or 'squeeze-backs', is not allowed
- a) around news and current affairs content

- b) around children's content
- c) around content that includes review of, or advice on, products or services by an advertiser whose products or services may be reviewed. *For example automotive manufacturer overlay advertising would not be acceptable on Top Gear programming*

6.7 Advertising that does not appear in clearly distinct commercial breaks, such as overlay advertising or 'squeeze-backs', is not allowed for the following categories:

- a) political advertising
- b) faith, religion and equivalent systems of belief
- c) adult products and services
- d) tobacco and cannabis products, including eCigarettes, vaporisers and non-prescription CBD products
- e) weapons and gun clubs

SPONSORSHIP

6.8 There should be a contractual requirement prohibiting the sponsorship of news and current affairs content, or of their inclusion as part of a block of sponsored content.

6.9 There should be a contractual requirement to prohibit the sponsorship of content that includes review of, or advice on, products or services by an advertiser whose products or services may be reviewed without the prior written approval from the relevant BBC commercial service. Such approval may only be granted where it is clear that it is the retransmission of the programme that is being sponsored rather than the original commission.

- 6.10 There should be a contractual requirement prohibiting the following categories of advertiser from sponsoring any BBC content, either directly or as part of a block of sponsored content:
- a) political advertising
 - b) faith, religion and equivalent systems of belief
 - c) adult products and services
 - d) tobacco and cannabis products
 - e) weapons and gun clubs
- 6.11 Where reference to the programme name is to be made in a sponsorship credit without also making reference to the service, there should be a contractual requirement requiring prior written approval from the relevant BBC commercial service. *For example, “Doctor Who is sponsored by ...”*
- 6.12 Sponsorship arrangements around Children’s content must not encourage ‘pester power’. *For example, the arrangements should not encourage children to persuade their parents, guardians or other persons to buy or hire a product or service for them.*

PRODUCTIONS FOR THIRD PARTIES

- 6.13 Where a BBC commercial service produces content for a third party, which is not a BBC programme or format, there should be a contractual requirement that the content will not be funded or sponsored by:
- a) political parties and political organisations
 - b) faith, religion and equivalent systems of belief
 - c) adult products and services
 - d) tobacco and cannabis products or those mainly known for tobacco-related products

- e) weapons manufacturers or gun clubs

SYNDICATION

- 6.14 Syndication is where BBC content is distributed to a third party, for inclusion in their managed platform, such as a broadcast service or website, or publication. *For example, BBC World Service radio bulletins might be syndicated to international radio stations.*
- 6.15 Where content is syndicated and presented as a BBC branded block or section, or as being managed and curated by the BBC, the provisions of these guidelines apply to the advertising placed around that block or section. *For example, a CBeebies branded block broadcast on a Nordic television channel should comply with the requirement of sections 1 to 5.* The contractual arrangements for such syndication arrangements should normally include a requirement to comply with these guidelines. **Any proposed exception must be approved in advance by the Advertising Governance Committee.**
- 6.16 Where content is syndicated for inclusion in a third party's service alongside content from other sources, and it is clear to consumers from the look and feel of the service that the content is not being presented, managed or curated by the BBC, the advertising provisions of these guidelines do not apply.

See also Editorial Guidelines section 16 External Relationships and Financing.

- 6.17 In all cases, the sponsorship provisions of these guidelines apply to syndicated content. There should be a contractual requirement to seek BBC approval for any direct sponsorship of BBC content. **Any proposed exception must be approved in advance by the Advertising Governance Committee.**

- 6.18 In some territories (including the United States) market norms may make it acceptable to credit in a different way making clear that it is the presentation of the content by the third party that is sponsored, and not the content itself. *For example, 'Top Gear on [channel] is sponsored by Honda' or 'The funding of this presentation on PBS is made possible by Honda'.*

REBROADCASTING OF BBC NEWS PROGRAMMES

- 6.19 Legislation prohibits the sponsorship of news and current affairs programming broadcast in the UK and across the European Union.
- 6.20 In other territories, where there is not a legal prohibition of the sponsorship of news and current affairs programming, it may be possible for other broadcasters who retransmit BBC news and current affairs programmes to accept sponsorship, not of the news programme itself, but, of the presentation of the rebroadcasting where local regulations and market practice allow. *For example, 'Funding of this presentation on PBS is made possible by X'.* This must not create the impression that the due impartiality or due accuracy of BBC News has been affected.
- 6.21 **The decision about whether the presentation of a BBC News programme can be sponsored in a specific territory must be referred to a senior editorial figure (in BBC World Service, BBC News or BBC Studios Digital News and Streaming) who will consider whether the proposal would compromise the impartiality of the BBC.**

7. MEANINGS

ADULT PRODUCTS AND SERVICES

This category includes pornography (such as British Board of Film Classification rated R18 films), sex chat lines, sexually explicit publications and websites, sex toys, sexual products and services, and escort agencies. It also includes advertising that promotes casual sex or international match-making services. It does not include dating services of a non-sexual nature. This meaning does not intend to prohibit any advertising that is compliant with the BCAP Code.

FAITH, RELIGION AND EQUIVALENT SYSTEMS OF BELIEF

This category includes advertising, about any matter, by or on behalf of bodies that are wholly or mainly concerned with religion, faith or other systems of belief that can reasonably be regarded as equivalent to those that involve recognition of a deity, including belief in the non-existence of deities. It also includes advertising that promotes psychic practices or practices related to the occult.

For advertising around Children's content, this category also includes advertising by any body, for products or services related to such matters (including services that are clearly of an entertainment nature).

POLITICAL ADVERTISING

Political advertising (as defined in section 321 of the Communications Act 2003) is:

- an advertisement which is inserted by, or on behalf of, a body whose objects are wholly or mainly of a political nature
- an advertisement which is directed towards a political end
- an advertisement which has a connection with an industrial dispute

Objects of a political nature and political ends include each of the following:

- influencing the outcome of elections or referendums, whether in the United Kingdom or elsewhere
- bringing about changes of the law in the whole or a part of the United Kingdom or elsewhere, or otherwise influencing the legislative process in any country or territory
- influencing the policies or decisions of local, regional or national governments, whether in the United Kingdom or elsewhere
- influencing the policies or decisions of persons on whom public functions are conferred by or under the law of the United Kingdom or of a country or territory outside the United Kingdom
- influencing the policies or decisions of persons on whom functions are conferred by or under international agreements
- influencing public opinion on a matter which, in the United Kingdom [or elsewhere], is a matter of public controversy
- promoting the interests of a party or other group of persons organised, in the United Kingdom or elsewhere, for political ends

The [square bracket] has been added to the Communications Act definition.

TOBACCO AND CANNABIS PRODUCTS (INCLUDING ECIGARETTES AND VAPORISERS)

This category includes all tobacco and cannabis products, including rolling papers and filters and other smoking accessories. It also includes delivery devices, such as electronic cigarettes, vaporisers or any other products that simulate smoking or are otherwise designed for use with tobacco or nicotine products. It does not include prescription-only medicines in territories where such advertising is allowed.

WEAPONS AND GUN CLUBS

This category includes all guns (including replica guns), gun clubs, arms fairs and offensive weapons made or adapted to cause injury. It does not include antique weapons that are clearly presented as collectable items, and which are not working models.