

# **PRODUCT PLACEMENT WORKSHOP MALTA, 11.11.2015**

**Session III – Thematic Programmes and the  
Extensive Use of Product Placement -  
The Cyprus Experience**

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# AVMS DIRECTIVE VS CYPRUS LEGISLATION

## AVMS DIRECTIVE (2010/13/EU):

### Article 11

- (3) Programmes that contain product placement shall meet at least all of the following requirements:
- (a) their content and, in the case of television broadcasting, their scheduling shall in no circumstances be influenced in such a way as to affect the responsibility and editorial independence of the media service provider;
  - (b) they shall not directly encourage the purchase or rental of goods or services, in particular by making special promotional references to those goods or services;
  - (c) they shall not give undue prominence to the product in question;

## RADIO & TV ORGANIZATIONS LAWS OF 1998 TO 2015:

### Article 30 G

- (3) Programmes that contain product placement shall meet all of the following requirements:
- (a) their content and, in the case of television broadcasting, their scheduling shall in no circumstances be influenced in such a way as to affect the responsibility and editorial independence of the audiovisual media service provider;
  - (b) they shall not directly encourage the purchase or rental of goods or services, in particular by making special promotional references to those goods or services;
  - (c) they shall not give undue prominence to these products, **including display in close-up or/and for a prolonged time.**

# AVMS DIRECTIVE VS CYPRUS LEGISLATION

## AVMS DIRECTIVE (2010/13/EU):

- (d) viewers shall be clearly informed of the existence of product placement.

Programmes containing product placement shall be appropriately identified at the start and the end of the programme, and when a programme resumes after an advertising break, in order to avoid any confusion on the part of the viewer.

## RADIO & TV ORGANIZATIONS LAWS OF 1998 TO 2015:

- (d) Viewers shall be clearly informed of the existence of product placement as follows:

- (i) programmes containing product placement shall be appropriately identified, **visually and audibly, and with the name(s) of the product(s)**, at the start and the end of the programme and when a programme resumes after an advertising break or any other interruption, in order to avoid any confusion on the part of the viewer;

- (ii) **the total time allocated to promoting and/or referring to goods/services in product placement messages shall be kept to a minimum in the total length of the programme in which they have been placed and shall not, under any circumstances, exceed three (3) minutes in the case of cinematographic works and films and one (1) minute in the case of episodes of serials and sports and light entertainment programmes.**

# AVMS DIRECTIVE VS CYPRUS LEGISLATION

## AVMS DIRECTIVE (2010/13/EU):

By way of exception, Member States may choose to waive the requirements set out in point (d) provided that the programme in question has neither been produced nor commissioned by the media service provider itself or a company affiliated to the media service provider.

## RADIO & TV ORGANIZATIONS LAWS OF 1998 TO 2015:

It being understood that programmes not produced or commissioned by the audiovisual media service provider itself or a company affiliated to the audiovisual media service provider may be exempted from the provisions of this **subsection, provided that the service provider does not benefit financially or in some other way from the product placement.**

# AVMS DIRECTIVE VS CYPRUS LEGISLATION

## AVMS DIRECTIVE (2010/13/EU):

4. In any event programmes shall not contain product placement of:
- (a) tobacco products or cigarettes or product placement from undertakings whose principal activity is the manufacture or sale of cigarettes and other tobacco products;
  - (b) specific medicinal products or medical treatments available only on prescription in the Member State under whose jurisdiction the media service provider falls.

## RADIO & TV ORGANIZATIONS LAWS OF 1998 TO 2015:

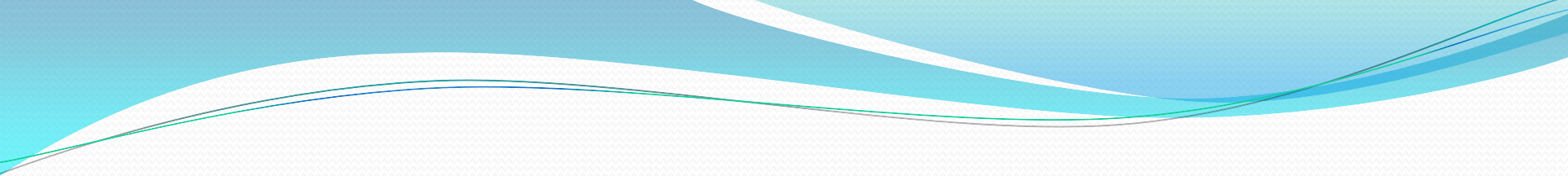
- (4) Notwithstanding any other provision, programmes shall not contain product placement of:
- (a) tobacco products or cigarettes or product placement from undertakings whose principal activity is the manufacture or sale of cigarettes and other tobacco products;
  - (b) specific medicinal products or medical treatments available only on prescription in the Republic;
  - (c) **children's toys, according to the provisions of article 33(5) of these Laws;**
  - (d) **any other good or service whose advertisement is prohibited by these Laws or the Regulations derived from them.**

# AVMS DIRECTIVE VS CYPRUS LEGISLATION

**AVMS DIRECTIVE (2010/13/EU):**

**RADIO & TV ORGANIZATIONS  
LAWS OF 1998 TO 2015:**

- (5) The integration of product placement messages is strictly prohibited in any stage after the production of audiovisual works is completed.**
- (6) The provision of goods or services free of charge is prohibited whenever sponsorship is not allowed.**
- (7) The close focus or / and the prolonged exposure of products is prohibited:**
- (8) Provisions of paragraphs (2) until (7) are applicable only on programmes produced after the date of entry into force of this Law [10.12.2010].**



Cyprus Broadcasting Corporation  
Act Chapter 300A –  
Law for Public Broadcaster →

Same provisions apply  
Product Placement is not prohibited for  
public broadcasting service

# THEMATIC PROGRAMS AND THE USE OF PRODUCT PLACEMENT

## A) COOKING PROGRAMS:





# A) COOKING PROGRAMS

## 1. KAYTES PIPERIES (HOT PEPPERS), RIK-1 (Public Broadcaster), 6.10.2015

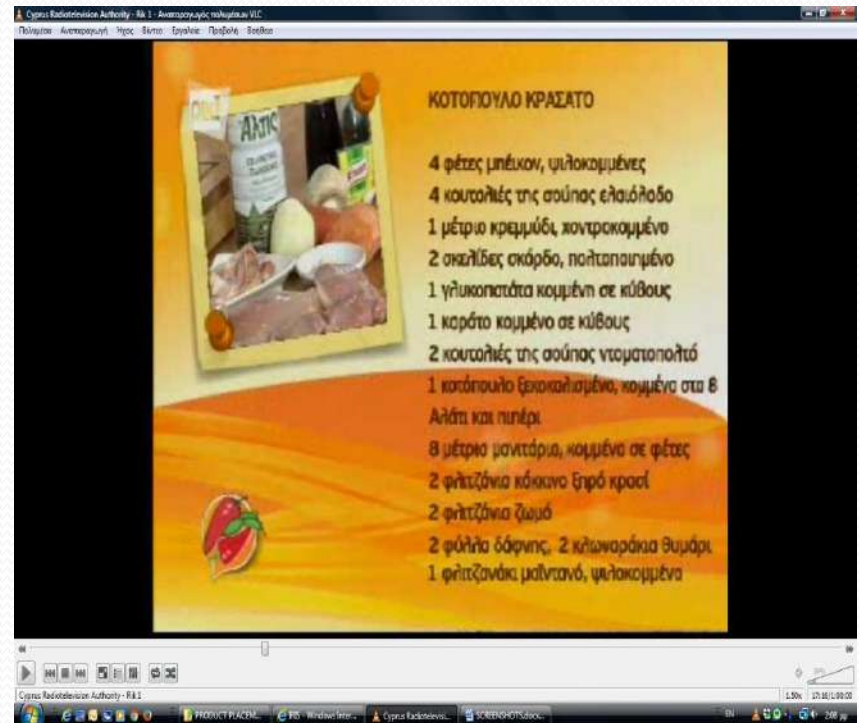
- Products placed: **Altis Olive Oil & Knorr Cubes Chicken**
- Sponsor = Knorr Cubes (same as product placement - allowed in Cyprus legislation)
- Identification of PP in the beginning and after the commercial break - **no reference to the products placed**
- Identification of PP at the end of the program - reference also to the products placed (all)



# A) COOKING PROGRAMS

## 1. KAYTES PIPERIES (HOT PEPPERS), RIK-1 (Public Broadcaster), 6.10.2015

- Visual presentation (close up shot) of the products during the presentation of the ingredients of the recipe (no written reference to the brand names of the products / no verbal reference to brand names by the presenter)
- No promotional reference to the products by the presenter
- **Undue prominence [limited]**  
- close up shots, pans.



# A) COOKING PROGRAMS

## 1. KAYTES PIPERIES (HOT PEPPERS), RIK-1 (Public Broadcaster), 6.10.2015



**ΚΟΤΟΠΟΥΛΟ ΚΡΑΣΑΤΟ**

- 4 φέτες μπέικον, ψιλοκομμένες
- 4 κουταλιές της σούπας ελαιόλαδο
- 1 μέτριο κρεμμύδι, χοντροκομμένο
- 2 σκελίδες σκόρδο, πολλαπλασιασμένο
- 1 γλυκοπατάτα κομμένη σε κύβους
- 1 καρότο κομμένο σε κύβους
- 2 κουταλιές της σούπας ντοματοπολτό
- 1 κοτόπουλο ξεκοκαλισμένο, κομμένο στα 8
- Αλάτι και πιπέρι
- 8 μέρια μαντάρια, κομμένα σε φέτες
- 2 φλιτζάνια κόκκινο ξηρό κρασί
- 2 φλιτζάνια ζιμιλά
- 2 φύλλα δάφνης, 2 κλωνάρια θυμάρι
- 1 φλιτζάνι μαϊντανό, ψιλοκομμένο



**ΚΟΤΟΠΟΥΛΟ ΚΡΑΣΑΤΟ :** 4 φέτες

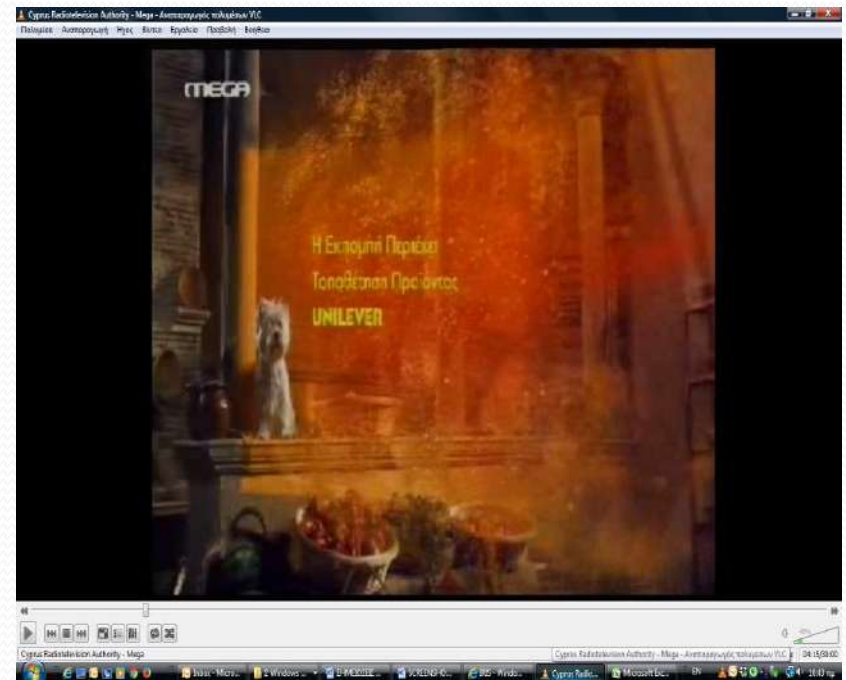
Εκπομπές, συνταγές, συμβουλές στο facebook  
kaytes-piperies



# A) COOKING PROGRAMS

## 2. ELATE NA MAGEIREPSOUME (LET'S COOK) MEGA (Private Broadcaster), 2.10.2015

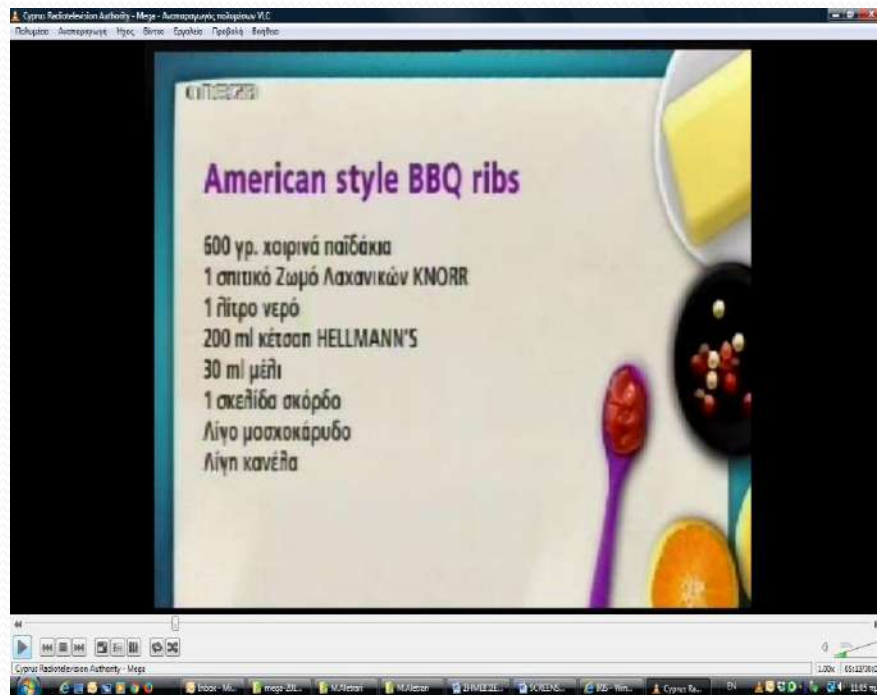
- Products placed: Knorr Cubes, Knorr Aromatic Seasoning, Altis Olive Oil, Flora Butter, Lipton Tea, Klinex Spray, Hellmann's Ketchup & Hellmann's Barbecue.
- Sponsor = Knorr (same as product placement - allowed in Cyprus legislation)
- Identification of PP in the beginning and in the end of the program – name of the distributor (no reference to the specific products placed )



# A) COOKING PROGRAMS

## 2. ELATE NA MAGEIREPSOUME (LET'S COOK) MEGA (Private Broadcaster), 2.10.2015

- Written reference to the brand names of the products during the presentation of the ingredients of the recipe (no visual presentation of the products / no verbal reference to brand names by the presenter)



# A) COOKING PROGRAMS

## 2. ELATE NA MAGEIREPSOUME (LET'S COOK) MEGA (Private Broadcaster), 2.10.2015

Promotional references to the products by the presenter, along with visual presentation (names of the products not mentioned):

### Hellmann's Ketchup

*“What’s important is that it’s not messy, the lid is awesome and you can put as much as you like. And what’s most important: Ketchup from delicious tomatoes, real red color which will give the color of the marinade I want. It’s really worth it to use products that will give you real good taste.”*



# A) COOKING PROGRAMS

## 2. ELATE NA MAGEIREPSOUME (LET'S COOK) MEGA (Private Broadcaster), 2.10.2015

Promotional references to the products by the presenter, along with visual presentation (names of the products not mentioned):

### Knorr Cubes

*“It’s important that it has no conservatives, no coloring substances. It’s closer to the vegetable broth you would make at home. I’m opening it right now and look how nicely you can take it out and how it melts right away. And while it is melting, the vegetables and the spices emerge, giving taste in whatever you are cooking.”*



# A) COOKING PROGRAMS

## 2. ELATE NA MAGEIREPSOUME (LET'S COOK) MEGA (Private Broadcaster), 2.10.2015

- Promotional references to the products by the presenter, along with visual presentation (names of the products not mentioned):

### Lipton Tea Vanilla & Caramel

*"I'm thirsty. Are you thirsty? Yes. Let's have a cup of tea. We will make a refreshing iced tea with vanilla and caramel. Generally, the whole series is amazing. Taste is unique. Can I smell it? Yes of course. Wow, very nice!"*

- Influence of the editorial content ('invented' tea break above)
- Undue prominence (close up shots, pans, opening of the fridge)





# THEMATIC PROGRAMS AND THE USE OF PRODUCT PLACEMENT

## B) PROGRAMS DEALING WITH THE LATEST GADGETS & APPLICATIONS:



# B) GADGETS & APPLICATIONS PROGRAMS

## THE SOCIAL MEDIA SHOW, SIGMA (Private Broadcaster), 31.10.2015

- Products placed: MTN Telephone Company - Sony Xperia, University of Nicosia.
- Sponsor = MTN (same as product placement - allowed in Cyprus legislation)
- Identification of PP in the beginning and after the commercial break – also reference to the specific products placed



## B) GADGETS & APPLICATIONS PROGRAMS

### THE SOCIAL MEDIA SHOW, SIGMA (Private Broadcaster), 31.10.2015

Promotional references to the products by the presenters, visual and aural presentation - names of the products mentioned:

MTN offering competition gift Sony Xperia M4 Aqua

*“Waterproof, brand new, battery duration: 2 days – that’s perfect, very nice mobile, it’s terrific, it’s thin, very fast.”*



# B) GADGETS & APPLICATIONS PROGRAMS

## THE SOCIAL MEDIA SHOW, SIGMA (Private Broadcaster), 31.10.2015

Promotional references to the products by the presenters, visual and aural presentation - names of the products mentioned:

### [MTN Tech blog Application](#)

*“Very useful, frequently updated, very well designed, very interesting news, useful links, excellent application”*

### [MTN Broadband Inbox](#)

*“We enjoy extremely fast speeds, it’s so small you can carry it wherever you want, you connect everything to it (mobile, tablet)”*



# B) GADGETS & APPLICATIONS PROGRAMS

## THE SOCIAL MEDIA SHOW, SIGMA (Private Broadcaster), 31.10.2015

Undue prominence:

- close up shots
- stools
- posters in the studio



# THEMATIC PROGRAMS AND THE USE OF PRODUCT PLACEMENT

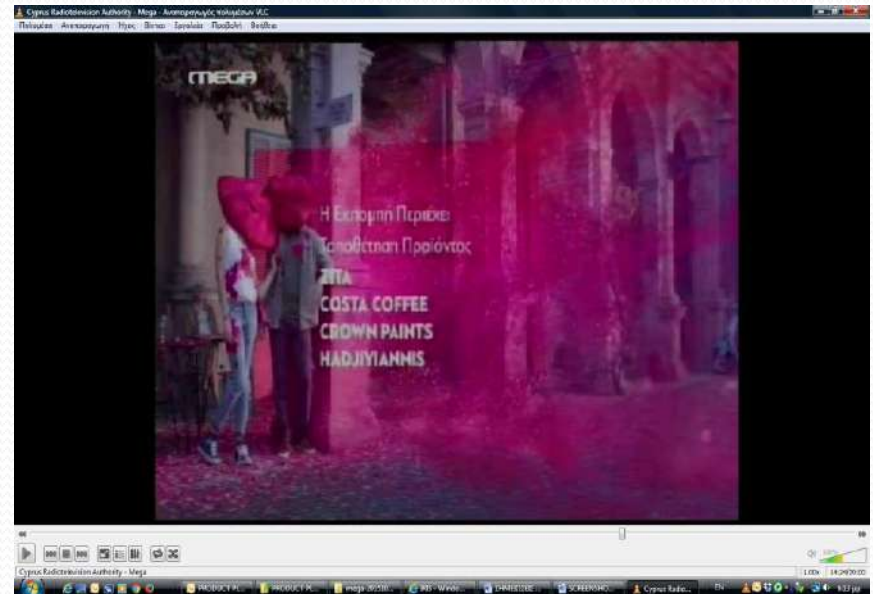
## C) COMPETITION & TV GAME SHOWS:



## C) COMPETITION & TV GAMES

### 1. BEAUTY CONTEST STAR CYPRUS 2015, MEGA (Private Broadcaster), 11.10.2015

- Products placed: **Zita  
Yogurt & Costa Coffee.**
- Identification of PP in  
the beginning and after  
the commercial break –  
also reference to the  
specific products placed



## C) COMPETITION & TV GAMES

### 1. BEAUTY CONTEST STAR CYPRUS 2015, MEGA (Private Broadcaster), 11.10.2015

- Zita Yogurt - 2 kinds of PP:

#### 1) POP UP

- Integration of product placement message after the production is completed - product is not placed in the studio, but is inserted on the screen in the form of superimposition / key





## C) COMPETITION & TV GAMES

### 1. BEAUTY CONTEST STAR CYPRUS 2015, MEGA (Private Broadcaster), 11.10.2015

- Zita Yogurt - 2 kinds of PP:
  - 2) Within the studio as part of the background
- Product's brand name is written on the background set in the pink room



## C) COMPETITION & TV GAMES

### 1. BEAUTY CONTEST STAR CYPRUS 2015, MEGA (Private Broadcaster), 11.10.2015

#### Costa Coffee:

- Built into the action, in a natural way, no undue prominence.
- Overall, no promotional references for any product placed.



## C)COMPETITION & TV GAMES

### 2. PAIZOUME KYPRIAKA (WE PLAY CYPRIOT) – TV GAME

RIK-2 (Public Broadcaster), 13.10.2015

- Products placed:

Peric Water,  
Alpaco Doors,  
Palson Appliances  
Ioannides Supermarket

- No identification of PP in the beginning and in the end of the program. [The show was a re-run. Broadcaster showed identification of PP on the initial broadcast.]

## C) COMPETITION & TV GAMES

### 2. PAIZOUME KYPRIAKA (WE PLAY CYPRIOT) – TV GAME RIK-2 (Public Broadcaster), 13.10.2015

- Integration of product placement message after the production is completed - product is not placed in the studio, but is inserted on the screen in the form of superimposition / key.
- Total of 12 presentations (5 seconds each) of 4 different products.
- Total duration of PP messages = 1 minute (in compliance with legal requirements).

# C) COMPETITION & TV GAMES

## 2. PAIZOUME KYPRIAKA (WE PLAY CYPRIOT) – TV GAME RIK-2 (Public Broadcaster), 13.10.2015

### 1. Peric Water:

A hand appears on the lower left side of the screen holding a water bottle along with the sign of the brand name and then disappears.



# C) COMPETITION & TV GAMES

## 2. PAIZOUME KYPRIAKA (WE PLAY CYPRIOT) – TV GAME RIK-2 (Public Broadcaster), 13.10.2015

### 2. Alpaco Doors:

A hand appears on the lower left side of the screen holding a card with the brand name and then disappears.



## C) COMPETITION & TV GAMES

### 2. PAIZOUME KYPRIAKA (WE PLAY CYPRIOT) – TV GAME RIK-2 (Public Broadcaster), 13.10.2015

#### 3. Palson Appliances:

A hand appears on the lower left side of the screen holding a card with the brand name and then disappears.



# C) COMPETITION & TV GAMES

## 2. PAIZOUME KYPRIAKA (WE PLAY CYPRIOT) – TV GAME RIK-2 (Public Broadcaster), 13.10.2015

### 4. Ioannides Supermarket:

A hand appears on the lower left side of the screen holding a card with the brand name, information on the location of the supermarket and the logo “*Always low prices*” and then disappears.

- Promotional reference for Ioannides Supermarket.





# CYPRUS RADIO TV AUTHORITY

## ACTIONS CONCERNING PP

### 1. Study on Advertising

In October 2014, CRTA prepared a study, aiming at giving a comprehensive picture of the television field in terms of advertising in three main categories:

- ❑ Product Placement
- ❑ Sponsorship
- ❑ Surreptitious Advertising

25 TV programs monitored and analyzed in the following genres:

Light Entertainment

Talk Shows

Football Matches

TV Serials

TV Games & Talent Shows

Cooking Programs

# CYPRUS RADIO TV AUTHORITY

## ACTIONS CONCERNING PP

### 1. Study on Advertising

#### Major Violations of Product Placement:

##### a) No Proper Identification

Absence of identification / identification was not both visual and oral / no reference to the names of the products placed.

##### b) Promotional References

Directly encourage the purchase of products, by making promotional references to the products

##### c) Undue Prominence

Close up shots, unjustified presentation of products, prolonged exposure of products

# CYPRUS RADIO TV AUTHORITY

## ACTIONS CONCERNING PP

### 1. Study on Advertising

#### Major Violations of Product Placement (continued):

##### d) Integration of products after the production is completed

Product is not placed in the studio, but is inserted on the screen in the form of superimposition / key (pop-up).

##### e) Exceeding of the total time allocated

Presentation and / or reference of products exceeded the permitted time that can be allocated for product placement (3' for cinematographic works and 1' for serials, sports and light entertainment programs).

The Study was sent to all broadcasters and advertising agencies .

# CYPRUS RADIO TV AUTHORITY

## ACTIONS CONCERNING PP

### 2. Systematic Monitoring of TV and Radio Organizations

As of June 2012, CRTA has the software program IRIS, with the capability of recording and archiving 32 TV and 24 Radio Channels on a 24-hour basis.

Currently, CRTA Radio and TV Officers monitor weekly the content of eleven (11) TV Channels and twenty four (24) Radio Channels drawn with a random sampling design.

Specifically, one (1) hour of broadcast is selected by IRIS every week and each Officer monitors the content of one (1) TV Channel and two (2) Radio Channels.

# CYPRUS RADIO TV AUTHORITY

## ACTIONS CONCERNING PP

### 3. Investigation of Possible Violations and Examination of Cases

Providing some grace period to the broadcasters in order to help them develop good product placement practices, CRTA often sends Recommendations to organizations when a violation is noted.

Currently, four cases are under examination by CRTA, dealing with possible violations of the Cyprus Legislation concerning Product Placement. No sanctions have been imposed yet, as no case has been completed dealing with this matter.

# MAJOR CHALLENGES IMPOSING LEGISLATION ON PP

1. Acquired programs – programs not produced or commissioned by the service provider itself are exempted from the provisions of Article 33(3) regarding product placement, provided that the service provider does not benefit financially or in some other way from the PP.

This is the case with light entertainment programs which are imported from Greece (and are not domestic productions), containing heavy use of promotional references and undue prominence that often influence the editorial content of the program.

# MAJOR CHALLENGES IMPOSING LEGISLATION ON PP

2. Integration of product placement messages after the production is completed.

The products are not placed in the studio, but are inserted on the screen in the form of superimposition / key.

IS A POP -UP ON THE SCREEN CONSIDERED TO BE PRODUCT PLACEMENT ?



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