



# Guidelines for program sponsorship

2026

# The guidelines for the program sponsorship

## General information for program sponsorship

- The content of program sponsorship bumpers is subject to different guidelines than so-called normal commercial break advertising. The content and implementation of a program bumper must be clearly distinguishable from commercial break advertising.
- The purpose of a program sponsorship bumper is to create a positive link between the program and company's brand.
- The number of program sponsorship partners per program is regulated by MTV Oy. Details regarding the length, number of copies, number of performances and advance advertising of bumpers are agreed and recorded in customer-specific agreements, and therefore general guidelines cannot be given.
- It is advisable to consult MTV Oy to coordinate the visual/creative solutions of the program bumper and the bumper reporting the program sponsorship (sound and color schemes, etc.). Program sponsorship partners can also create a joint identifier if they wish.
- The Consumer Ombudsman's guidelines prohibit program sponsorship for children's programs.
- An alcoholic beverage brand cannot offer an event/program that is primarily aimed at young people (guidelines on alcohol advertising, Alcohol Act, Section 33, Subsection 2)

# The guidelines for the program sponsorship

## General information for program sponsorship

- The bumper must make it clear that the partner is joining the program. This can be done with various creative solutions. Each bumper must contain one of the following expressions, either in text or in speech: the program is offered by, in cooperation with, (main) partner, program partner, sponsor or sponsored by.
- In no context may the impression be given that the program was made by the partner or that the party in question has defined or influenced the content of the program.
- The bumpers must not use advertising expressions (product descriptions or listing of product features, sales claims, references to the quality or effectiveness of the brand, slogans, calls to purchase or other activations, prices, etc.). Of course, the product or service itself can be shown.
- The bumper may display the logo or brand of the program partner.
- When displaying the company's established logo, a text or slogan that is integral to its presentation format is permitted, even if it is otherwise an expression that can be interpreted as advertising in form.
- The bumper cannot be a television advertisement used in a commercial break. If the identifier uses material cut or edited from a television advertisement, it must be noted that the television advertisement in question cannot be run in a commercial break campaign during the duration of the program sponsorship.
- Internet and text channel addresses are permitted, but telephone numbers may not be displayed in bumpers.

# The delivery of the materials

## Bumper approval

The speaks and texts used in the bumper are approved by the commercial producer responsible for the program sponsorship product at MTV before production.

## TV materials

Approved program sponsorship bumper material and other television advertising material must be submitted via the Spotgate service ([www.spotgate.fi](http://www.spotgate.fi)) in the correct mpeg2 file format. The aspect ratio of the material must be 16:9 (anamorphic). In Spotgate, the spot type must be selected as Stunniste. The delivery time is by 2:00 PM on weekdays, so that there is three (3) working days between the date of submission and the premiere date. For more information on submitting material, please visit [mtvspotti.fi/mediatiedot/aineistot/](http://mtvspotti.fi/mediatiedot/aineistot/)

Presentation instructions must always be submitted in writing to the relevant commercial producer using the SG number of the advertisement or bumper. The instructions must clearly state which bumper is used as the opening bumper, break bumper, closing bumper and in connection with the trailer, and when any bumper changes will take place. However, it is a good idea to check with MTV in advance how frequently bumpers can be changed in practice.

# The delivery of the materials

## MTV Katsomo materials

Materials are delivered to MTV Katsomo via the Spotgate service ([www.spotgate.fi](http://www.spotgate.fi)). Send a notification to Videotrafiikki at the [video@mtv.fi](mailto:video@mtv.fi), including the following information:

- SG number or video file in MP4 / MOV format or VAST invitation
- client and campaign name
- campaign time
- required advertising-specific instructions
- url address to which the video/material is linked

More detailed video advertising instructions: [mtvspotti.fi/mediatiedot/aineistot](http://mtvspotti.fi/mediatiedot/aineistot)

Approved material must be submitted by 2:00 PM on weekdays, with three (3) working days between the submission date and the premiere date.

# The delivery of the materials

## Display materials

- Materials must be delivered to [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi) by 2:00 PM on weekdays, with one (1) working day between the delivery date and the premiere date:
  - material in display advertising, GIF-, JPEG-, 3rd party tag or HTML5 formats
  - client and campaign name
  - campaign time
  - required ad-specific instructions
  - url address to which the banner will be linked

If you are planning an interactive ad or other special advertising format, please contact Digitrafiikki directly at [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi).

## Incorrect material

MTV Oy is not responsible for any possible delay in processing the material and the start of the campaign due to incorrect material. Exception schedules, e.g. before public holidays, must be taken into account when delivering the material.

# Background to the regulations regarding program sponsorship

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This MTV Oy TV program cooperation policy complies with Directive 97/36/EC of the European Parliament and of the Council, Article 17, and the Act on Television and Radio Broadcasting.

### Section 26 Requirements for sponsored programs.

A sponsor may not influence the content and placement of a sponsored television or radio program in the program schedule in such a way as to affect the broadcaster's responsibility and editorial independence with regard to the programs.

The name or logo of the sponsor must be clearly displayed at the beginning or end of sponsored television and radio programs. Sponsored television or radio programs must not encourage the purchase or rental of products or services of the sponsor or a third party, in particular by referring specifically and in an advertising manner to the products or services in question.

### Section 27 Prohibited sponsorship

A program sponsored primarily by a company that manufactures tobacco products may not be broadcast on television or radio. If the program is sponsored by a company whose activities include the manufacture or sale of medicinal products or medical treatments, the name or logo of the company may be presented in connection with the program, taking into account the provisions of Section 26. However, in this connection, a medicinal product or form of treatment that is available in Finland only on prescription may not be featured.

### Section 28 Prohibition of sponsorship of news and current affairs programs

News and current affairs programs broadcast on television or radio may not be sponsored broadcasts.