

# Guidelines for program sponsorship billboards

## **Overview of program cooperation sponsorship billboard**

Different instructions apply to program cooperation sponsorship billboards than to so-called normal commercial break advertising. The content and implementation of such sponsorship billboard must be unambiguously distinguishable from commercial break advertising.

The purpose of the program cooperation sponsorship billboard is to create a positive link between the program and the company's brand.

MTV Oy regulates the number of program cooperation partners per program. The details of the length and number of the billboards and the number of airings have been agreed and recorded in the customer-specific agreements, and therefore no general instructions can be given.

It is advisable to consult MTV Oy in order to coordinate the visual/creative solutions of the program sponsorship billboards with the program identifiers (soundscape, color scheme, etc.). Program cooperation partners may also choose to create a shared sponsorship billboard.

The Consumer Ombudsman's instructions prohibit program cooperation in children's programs.

An alcoholic beverage brand cannot sponsor an event/program that is primarily aimed at young people (instructions on alcohol advertising Section 33 (2) of the Alcohol Act).

## **Guidelines for sponsorship billboards**

The sponsorship billboard must be clear in making the distinction that a program cooperation partner is linked to the program. This can be done with a variety of creative solutions.

**Each billboard must contain one of the following expressions, either written or spoken: “sponsored by”, “the program is provided by”, “in cooperation with”, or “cooperation partner”.**

Under no circumstances may the impression be given that the program was made by a partner or that the content of the program was defined or influenced by that partner.

Billboards may not include a promotional message (product descriptions or lists of product features, sales statements, references to brand quality or effectiveness, slogans, purchase suggestions or other prompts, prices, etc.). Naturally, the product or service itself can be displayed.

The sponsorship billboard can display the program cooperation partner's logo or brand.

When displaying an established company logo, a text or slogan integral to its presentation is allowed, even if it is otherwise a promotional message.

The sponsorship billboard cannot be a TV ad used in normal commercial break advertising. If the sponsorship billboard uses material cut or edited from a TV ad, it must be noted that the TV ad in question cannot be run in a commercial break advertising campaign during the program cooperation.

Internet and text channel addresses are allowed, but phone numbers are not allowed in billboards.

**The billboard/video used in the mtv VOD service can be tactical.**

# Delivery of materials

## Approving a sponsorship billboard

The voice-overs and texts of the sponsorship billboards to be used will be approved by MTV, the commercial producer responsible for the cooperation product, prior to production.

## TV materials

Approved program cooperation sponsorship billboard material and other television advertising material must be submitted via the Spotgate service ([spotgate.fi](https://spotgate.fi)) in the correct .mpeg2 file format. The aspect ratio of the material must be 16:9 (anamorphic). In Spotgate, you must select “Sponsor” as the spot type.

The sponsorship billboards must be submitted by 14:00 on weekdays, with three (3) workdays between the delivery date and the premiere date. For more information on submitting material, visit [mtvspotti.fi/en/delivery-of-materials](https://mtvspotti.fi/en/delivery-of-materials)

Broadcasting instructions must always be provided in writing to the commercial producer using the SG number of the advertisement or billboard. The instructions must clearly state which billboard will be used as the start billboard, break bumper, end billboard, in connection with program triling, and when any billboard changes will occur. It is a good idea to check with MTV in advance how often the billboards can be changed in practice.

## mtv VOD service materials

We recommend submitting video materials mtv VOD service primarily via the Spotgate service ([spotgate.fi](https://spotgate.fi)). The material can also be submitted by email to [video@mtv.fi](mailto:video@mtv.fi).

In both cases, please send a notification by email to the above-mentioned address with the following information:

- SG number or video file in .mp4-/.mov format or a VAST request
- name of customer and campaign
- campaign period
- the URL to which the video/material should link
- any necessary ad-specific instructions

More detailed instructions for video advertising:  
[mtvspotti.fi/en/delivery-of-materials](https://mtvspotti.fi/en/delivery-of-materials)

The approved material must be submitted by 14:00 on weekdays, with one (1) workday between the delivery date and the premiere date.

## Display materials

The material must be submitted by email to [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi) by 14:00 on weekdays, with one (1) workday between the delivery date and the premiere date. Please include in the email the following information:

- material formats .gif-, .jpeg-, HTML5 or a 3<sup>rd</sup> party tag
- name of customer and campaign
- campaign period
- the URL to which the banner should link
- any necessary ad-specific instructions

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

## Inaccurate materials

MTV Oy is not responsible for any delay in the processing of the material and the start of the campaign due to the inaccuracy of the material. Exceptional schedules, for example before holidays, must be taken into account in the delivery of the material.

# Background to the provisions on program cooperation

This Code of Conduct for MTV Oy's TV program cooperation complies with Directive 2010/13/EU of the European Parliament and of the Council, Article 10 and the Act on Television and Radio Operations.

## **Section 26 Sponsorship of programmes and services**

A sponsor shall not influence the content or scheduling of sponsored audiovisual programmes, radio programmes or audiovisual content services in such a way as to affect the responsibility and editorial independence of the provider of an audiovisual content service or radio broadcaster in respect of programmes.

Sponsored audiovisual programmes and radio programmes must be clearly identified by the name or logo of the sponsor at the beginning or end of the programmes. Sponsored audiovisual programmes or radio programmes must not encourage the purchase or rental of the products or services of the sponsor or a third party, in particular by making special promotional references to those products or services, or by any other means.

## **Section 27 Forbidden sponsorship**

Undertakings whose principal activity is the manufacture or marketing of tobacco products may not sponsor programmes, audiovisual content services or radio broadcasting. If the sponsor of a programme is an undertaking whose activities include the manufacture or sale of medicinal products and medical treatment, the name or logo of the undertaking may be shown in connection with the programme taking into consideration the provisions of Section 26. However, a medicinal product or medical treatment available only on prescription in Finland may not be promoted in this connection.

News and current affairs programmes may not be sponsored.