

**GENERIC CODE OF PRACTICE ON
TELEVISION ADVERTISING STANDARDS**

BROADCASTING AUTHORITY

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Chapter 1

Preamble

1. This Code of Practice is issued by the Broadcasting Authority (BA) pursuant to section 3 of the Broadcasting Ordinance (Cap.562). All materials included in a television programme service licensed under the Broadcasting Ordinance (Cap.562) must comply with this Code. The BA has the power to impose sanctions on licensees who do not comply with the Code.

2. This Code sets out the advertising standards for the four categories of television programme services licensed under the Broadcasting Ordinance (Cap.562), viz., domestic free television programme services, domestic pay television programme services, non-domestic television programme services and other licensable television programme services.

3. Due to the difference in the characteristics, pervasiveness and degree of influence of the television programme services, each category of television programme service is subject to a level of control appropriate to that particular type of services. As a general principle underlying television advertising regulation, the degree of restriction applied must be related to the likely audience of the television programme service and their expectations.

4. *Domestic free television programme services* are intended or available for reception by the public free of charge in Hong Kong; they are intended or available for reception by an audience of more than 5,000 specified premises and primarily target Hong Kong. Since they are the most pervasive of all the four categories of television programme services, it is reasonable for the audience to expect more stringent standards for protection of minors and public morality.

5. *Domestic pay television programme services* are intended or available for reception by the public, on payment, whether periodically or otherwise, of a subscription in Hong Kong; they are intended or available for reception by an audience of more than 5,000 specified premises and primarily target Hong Kong. Given that subscription is voluntary and is by choice, and that the provision of a television programme service locking device is a mandatory requirement, sufficient safeguards are in place so as to allow a more relaxed regulatory regime for its content. Domestic pay television programme services are therefore subject to a less stringent control.

6. *Non-domestic television programme services* cover television programme services which do not primarily target Hong Kong. Such services are either (i) intended or available for reception by the public free of charge in Hong Kong or on payment, whether periodically or otherwise, of a subscription in Hong Kong; or (ii) neither intended nor available for reception by the public free of charge in Hong Kong or on payment, whether periodically or otherwise, of a subscription in Hong Kong. Television programme service locking devices are required for subscription services provided in Hong Kong by the licensees. Since these services do not primarily target Hong Kong, they are required to comply with only the minimum standards. Nevertheless, the non-domestic television

programme service licensee should take all reasonable steps to ensure the acceptability of the licensed services in, and to comply with the laws and programme and advertising standards stipulated by the relevant authorities of, recipient countries and places.

7. *Other licensable television programme services* are intended or available for reception free of charge in Hong Kong or on payment, whether periodically or otherwise, of a subscription in Hong Kong; they are intended or available for reception by an audience of not more than 5,000 specified premises (unless otherwise permitted by the BA where it is satisfied that the service concerned is only intended or available for reception by a single housing estate), or in hotel rooms. They are television programme services whose reception is limited to a narrower audience. Since these services (except for a service provided to hotel rooms) are required to provide a television programme service locking device, they should not be subject to a degree of control greater than that imposed on the domestic pay television. However as the target audience of these services may range from members of the general public to hotel guests and other special interest groups, the licensee should be sensitive to the expectations of different audiences.

8. Some of the provisions in the Code are common to all categories of television programme services while others apply to a certain category or categories of such services. This will be clearly stated in the headings or the concerned paragraphs or chapters.

9. The BA, as the regulator, does not preview programmes and advertising material or consider specific proposals before production. The editorial responsibility lies with the licensees themselves. Advertisers or potential sponsors seeking guidance on the likely acceptability of particular proposals should approach the relevant licensee.

10. The Code sets out the factors which should be taken into account when making editorial judgement. It is the responsibility of the licensees to ensure that any advertising included in their licensed services will comply with the Code. Judgement will always be called for by the licensees. When forming a view about the acceptability of any advertising material, the BA will give consideration to the following factors: -

(a) ***Type of licensees***

Restrictions on the content, presentation and placement of advertising are to be adjusted according to the degree of pervasiveness and the nature of a certain category of licensees. See also paragraphs 4 to 7 in this chapter.

(b) ***Category of advertisement***

The licensee should exercise care in the inclusion in its licensed service of specific categories of advertisement having regard to the nature of the product or service advertised and the treatment of the product or service in the advertisement. Advertisements for products and services which are of particular concern or sensitivity (e.g. alcoholic beverages, medicines, personal products etc.) are subject to more stringent restrictions.

(c) ***Time of the day***

The licensee's responsibility for sensitive scheduling of advertisements may reduce a risk of offence to the minimum. For example, at certain times, parents will want to be confident that their children can watch television unsupervised without the risk of being exposed to unsuitable material. At other times, they can accept more challenging material and can reasonably be expected to take greater control over their children's viewing.

(d) **Target audience**

The provisions in the Code will differ according to the likely composition of the audience to television advertising. The compliance of an advertisement with the Code will be assessed in terms of its probable impact as a whole upon that particular audience who are likely to be exposed to it. Special concern should be given to the interests of children and young viewers. The restriction on the advertisements targeting children is much more stringent than those targeting adults.

(e) **Circumstances in which the advertisements are shown**

Account should be taken of the circumstances in which the advertisements are shown such as the nature of a channel or a programme in which the advertisement is included or the extent to which the viewer is able to control its reception.

11. Care should be taken in those aspects of television programme services which entail advertisers' involvement in programming or promotional (rather than advertising) time. The Code makes different provisions governing standards in the sponsoring of programmes for different types of licensees. Standards on indirect advertising are set out separately in the Generic Code of Practice on Television Programme Standards.

12. The Code deals in general principles. Licensees would be required to draw up their own guidelines in the light of the particular interests of the organisations and their audiences so as to provide practical guidance to their staff on how these general principles would be applied in specific circumstances. Licensees must reflect the general effect of this Code in their own guidelines.

13. The provisions set out in this Code have to be applied in spirit as well as in letter and should be read in conjunction with relevant legislation and licence conditions currently in force. The legal and regulatory requirements cited in the Code are for reference only. It is the responsibility of the licensees to ascertain the applicable and up-to-date legal and regulatory requirements. As a matter of principle, the BA will not try to interpret or enforce the law under the purview of other enforcement agencies. When there is an alleged breach of the law, the BA will generally refer the case to the proper enforcement agency for action.

Chapter 2 Definition of Advertisement

1. Advertisement or advertising material means any material included in a television programme service which is designed to advance the sale of any particular product or service or to promote the interests of any organization, commercial concern or individual; whether by means of words, sound effects (including music) and/or of visual presentation and whether in the form of direct announcements, slogans, descriptions or otherwise, as well as any promotional reference in the course of a programme to any products or services.

2. For the purpose of this Code the term advertisement or advertising material does not include:

- (a) station/channel/programme service identifications;
- (b) announcements in the public interest as the BA may require to be included in the licensee's television programme service;
- (c) material for the promotion of the licensee's station and/or programme services;
- (d) sponsor identifications as permitted under Chapter 9 Programme Sponsorship of this Code;
- (e) material connected with charities and public appeals approved by the BA and of which the licensee does not receive payment or other valuable consideration for including in its licensed service;
- (f) references on television to the title of an event sponsored by a person other than the licensee carrying the trade name or brand name of the sponsor and other incidental references to the name of the sponsor in a programme provided that
 - (i) the licensee receives no consideration for such references
 - (ii) no undue emphasis, whether aural or visual, is given to such references; and
 - (iii) the references do not obtrude on viewing pleasure or entertainment;
- (g) incidental or natural references to products or services in the course of a programme which are justifiable in programme context or product/service sponsorship as permitted under paragraph 10 of Chapter 9 Programme Sponsorship of this Code and do not obtrude on viewing pleasure or

entertainment; and

- (h) factual aural and/or visual references to prize(s) of a sponsor/donor in connection with contest programmes as permitted under Chapter 9 Programme Sponsorship of this Code.

Such definition shall extend to the grammatical variations and cognate expressions of such term and the word advertising shall be interpreted accordingly.

Chapter 3 General Advertising Standards

GENERAL PRINCIPLES FOR ALL CATEGORIES OF SERVICES

1. Television advertising should be legal, clean, honest and truthful.
2. The content, presentation and placement of all advertising material must comply with the Generic Code of Practice on Television Programme Standards.

SPECIFIC APPLICATIONS FOR DIFFERENT CATEGORIES OF SERVICES

DOMESTIC FREE, DOMESTIC PAY AND OTHER LICENSABLE TELEVISION PROGRAMME SERVICES

Jurisdiction

3. All advertising material must comply with the laws of Hong Kong.

Identification of Advertisements

4. Advertising material should be clearly identifiable as an advertisement. Distinctions must be maintained between advertisements and programmes.
5. Any advertisement that adopts a programme style (e.g. documentary, studio interview, cookery demonstration) should be carefully assessed to ensure that there is no risk of confusion with programme material. Where the style makes it not fully apparent that it is an advertisement, the advertisement must be flagged as such in a clearly legible manner at the beginning and at the end (e.g. by superimposed text). This rule does not apply to a service or part of a service that comprises of home shopping material where the nature of the service or part of the service is, in the opinion of the BA, clearly identified to viewers.
6. For *domestic pay television programme services and other licensable television programme services*, advertisements built into satellite feed services which are produced primarily for reception outside Hong Kong and included in a licensee's television programme service but which do not contribute to the advertising revenue of the licensee may deviate from the standards set out in paragraphs 4 and 5 of this chapter when compliance is not feasible without interrupting the licensee's television programme services.

Good Taste

7. Advertising matter should be presented with courtesy and good taste. Disturbing material such as overly persistent repetition, and words and phrases implying emergency should be avoided. Every effort should be made to keep the advertisement in harmony with the content and general tone of the programme in which it appears.

Disparagement

8. Advertising matter should contain no claims that have the effect of disparaging competitors, competing products or services or other industries, professions, or institutions.

Truthful Presentation

9. No advertisements may contain any descriptions, claims or illustrations which expressly or by implication depart from truth or mislead about the product or service advertised or about its suitability for the purpose recommended. The licensee should have his responsibility under this paragraph discharged if he did not know and had no reason to suspect that the claims made were false or misleading and could not, with reasonable diligence, have ascertained that the claims were false or misleading. *(For more detailed rules relating to claims, please see Chapter 4 Factual and Best-selling Claims).*

Imitation

10. Advertisements which imitate or approximate unreasonably the name or advertising slogans of competitors to the knowledge of the licensee should not be permitted.

Appeal to Fear

11. Advertisements should not unduly play on fear.

Repetition of Advertisements

12. Deleted.

Acceptability of Advertising Matters

13. A licensee shall refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all legal requirements that applies to the advertiser.

14. A licensee shall refuse to permit the use of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community. *(See also Chapter 5 Unacceptable Products or Services).*

Categories of Programme Carrying No Advertising

15. Advertisements must not be inserted in the course of:
- (a) a religious service or other devotional programme; or
 - (b) school programmes within the Educational Television (ETV) time slot supplied by the Government as the BA may require to be included in the domestic free television programme service under the Broadcasting Ordinance (Cap. 562).

NON-DOMESTIC TELEVISION PROGRAMME SERVICES

16. The licensee should observe the laws and programme and advertising standards of the relevant authorities of the intended recipient countries and places.

Chapter 4 Factual and Best-selling Claims

DOMESTIC FREE, DOMESTIC PAY AND OTHER LICENSABLE TELEVISION PROGRAMME SERVICES

Claims to be Substantiated

1. All factual claims and best-selling claims should be capable of substantiation. Statements should not be used in respect of any products that they are “the best”, “the most successful”, “safest”, “quickest”, or containing any similar use of superlative adjectives unless the truthfulness of such statements is adequately substantiated.

2. Where a factual claim is substantiated by research or testing based on the advertiser’s own assessment or work done at his request, the source and date of the assessment or research should be indicated in the advertisement.

3. Best-selling claims are further subject to the following rules:-

(a) such claims should be substantiated by:

- (i) independently audited sales figures; or
- (ii) probability sample surveys which are recognised or endorsed by an industry body or accepted under the industry-wide standards of the relevant trade of the advertisers or are scientifically conducted to ensure that the findings are statistically significant, reliable and valid; and

(b) best-selling claims should not be used unless there is adequate and explicit specification (aural and/or visual) in the advertisement of the category of brand leadership, country, and the time period it covers e.g. “In 1992, Brand X is the No.1 selling _____ (product category) in Hong Kong”.

4. Superlatives like “most popular”, “most preferred”, “most favoured”, etc., when used in a manner which clearly suggests a number one sales position, should be subject to the same standards governing best-selling claims.

Misleadingness

5. No advertisement may misleadingly claim or imply that the product or service advertised, or any ingredient of it, has some special features or compositions which are incapable of being established.

6. References to the results of research surveys or tests relating to the product or service to be advertised should be presented carefully, so as not to mislead viewers. Irrelevant data and scientific jargon must not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity must not be presented in such a way as to make it appear that they are universally true.

7. Information conveyed must be accurate and not misleading by concealing or failing to make clear significant facts.

8. Visual and verbal presentations of advertisements indicating price, price comparisons or reductions or any pricing element must be accurate and must not be misleading by undue emphasis or distortion.

Superimposed Text

9. When information is included in the form of captions, either standing alone or superimposed onto other images, the text must be clearly legible and held long enough for the full message to be read by the average viewer on a standard domestic television set.

10. Special attention should be paid to the typeface, letter spacing, line spacing, background or other element of presentation including without limitation the interaction with the background which may render the text blurred or otherwise indistinct.

NON-DOMESTIC TELEVISION PROGRAMME SERVICES

11. The licensee should observe the laws and programme and advertising standards of the relevant authorities of the intended recipient countries and places.

Chapter 5 Unacceptable Products or Services

DOMESTIC FREE, DOMESTIC PAY AND OTHER LICENSABLE TELEVISION PROGRAMME SERVICES

Unacceptable Products or Services

1. Advertisements for products or services coming within the recognised character of, or specifically concerned with, the following are not acceptable for inclusion in a licensed service:

- (a) firearms and associated equipment;
- (b) fortune-tellers and the like: this does not preclude advertisements for publications (whether printed or otherwise) or pre-recorded information services (whether voice or data) on subjects of general interest such as horoscopes, astrology, Chinese almanacs, fung-shui, etc;
- (c) undertaker or others associated with death or burial: except advertisements for columbaria, which are acceptable provided that the following conditions are complied with:
 - (i) presentation of such advertisements should be dignified and restrained, and the licensee should exercise due sensitivity in scheduling and presenting such advertisements; and
 - (ii) all explicit references to death and technical aspects of associated services and morbid details must be avoided.
- (d) unlicensed employment services, registries or bureaux;
- (e) organisations/companies/persons seeking to advertise for the purpose of giving betting tips;
- (f) betting (including pools): this does not preclude advertisements for lotteries and football betting which are authorized by or under the Betting Duty Ordinance (Cap. 108), and for horse racing and football betting publications (whether printed or otherwise) and pre-recorded information services (voice or data) on horse racing and football betting provided that the advertisement does not encourage betting or contain any references to betting tips. No advertisements for these items should be shown within or in proximity to children's programmes. In addition, the licensee must ensure that advertisements for the aforesaid lotteries and football betting should:

- (i) not be shown between 4:00p.m. and 8:30p.m. each day on *domestic free television programme services* or at times when television programmes, in the opinion of the BA, target young persons under the age of 18;
 - (ii) only target the adult audience and no children or adolescents should be allowed to participate in the presentation of these advertisements;
 - (iii) not feature any personality who has particular appeal to children or adolescents;
 - (iv) not state or imply praise for those who participate in lotteries/football betting or denigrate those who abstain;
 - (v) not mislead or exaggerate one's likelihood of winning;
 - (vi) not be instructional in nature or unduly exhort the public to bet;
 - (vii) not feature excessive or reckless betting; and
 - (viii) not present lotteries/football betting as an alternative to work or a way out of financial difficulties.
- (g) night clubs, dance halls, massage parlours, sauna houses, bath houses or similar establishments in which hosts or hostesses are employed for the primary purpose of attracting or entertaining customers or in which floor shows or other live performances or activities involving sexual behaviour of whatever nature are presented;
- (h) escort services in general and dating services targeting young persons under the age of 18; or
- (i) pay per call information services which offer adult material of a sexual nature. The restriction is not applicable to licensed services restricted for adult viewing.

The above list is not exhaustive. Advertisements for other products or services may be prohibited or restricted under the law or under other parts of this Code (e.g. see Chapter 6 Specific Categories of Advertisement).

Indirect Publicity of the Unacceptable Product or Service

2. An advertisement for an acceptable product or service may be unacceptable if, in the opinion of the BA, a significant effect of the advertisement would publicise indirectly the unacceptable product or service.

3. Where an advertisement for a particular product or service is not allowed in particular hours of the day or on a particular channel(s) or a licensed service or during a programme targeting children and young viewers, an advertisement which has a significant effect of publicising such a product or service should likewise be prohibited in those circumstances.

4. In determining whether the significant effect of an advertisement would publicise indirectly an unacceptable product or service for the purpose of paragraphs 2 & 3 above, the BA shall have regard to the contents of the advertisement and satisfy itself that the advertisement as a whole is clearly intended for the promotion of the acceptable product/service category. Without prejudice to the general discretion of the BA, some relevant factors which may be taken into consideration should include the following:

- (a) whether the advertisement contains any visual or aural reference to the brand name or trade name of an unacceptable product/service or the name of the person/organisation supplying an unacceptable product/service or any logo, trade mark, theme music, slogan or copyline commonly associated with the unacceptable product/service or any advertisement for it;
- (b) whether the trade mark for the acceptable product/service which is being advertised is registered in Hong Kong or any other major markets in the world, or that an application for the registration of the trade mark is pending, or that the common law rights of an unregistered trade mark have been acquired in respect of the product/service;
- (c) whether the proprietor/applicant/licensed user of the registered trade mark or the proprietor of the unregistered trade mark engages in the marketing or manufacturing of the acceptable product/service; and
- (d) the target audience, the arrangement of the delivery and the placement of the advertisement.

NON-DOMESTIC TELEVISION PROGRAMME SERVICES

5. The licensee should observe the laws and programme and advertising standards of the relevant authorities of the intended recipient countries and places.

Chapter 6 Specific Categories of Advertisement

DOMESTIC FREE, DOMESTIC PAY AND OTHER LICENSABLE TELEVISION PROGRAMME SERVICES

1. The licensee should exercise care in the inclusion in its licensed service of certain categories of advertisement having regard to the nature of the product or service advertised, the treatment of the product or service in the advertisement and the likely composition of the viewing audience for the time of day at which they are shown. The following paragraphs set out restrictions on advertisements for products or services which are of particular concern or sensitivity.

Alcoholic Beverages

2. The advertising of liquor or alcoholic liquor (as defined in the Dutiable Commodities Ordinance (Cap. 109)) requires special consideration and is subject to the following conditions:

- (a) such advertising should only target the adult audience and no children or adolescents should be allowed to participate in the presentation of these advertisements;
- (b) such advertisements should not be shown in proximity to children's programmes; or programmes which, in the opinion of the BA, target young persons under the age of 18;
- (c) for *domestic free television programme services*, the licensee should not include in its licensed service between the hours of 4:00p.m. and 8:30p.m. each day any liquor advertising or include in its licensed service between these hours any material in respect of which the licensee has invited, offered or accepted sponsorship or any form of commercial promotion for any liquor product;
- (d) advertisements which attempt to present drinking as a desirable new experience or which portray drinking as indispensable to popularity and success should not be permitted;
- (e) the presentation of alcoholic liquor as prizes or gifts in isolation for television contests should not be permitted;
- (f) the use of alcoholic beverages or products should not be portrayed as essential to maintain social status, relieve stress, or as a solution to personal

problems. It is unacceptable to depict the consumption or presence of alcoholic beverages as a cause of the achievement of personal, business, social, sporting, sexual or other success;

- (g) alcoholic products should not be advertised as similar to or equated with non-alcoholic products, e.g. soft drinks, fruit drinks, etc., which have particular appeal to children or young persons who are under the age of 18;
- (h) advertisements must not suggest that a drink is more preferable because of higher alcohol content or intoxicating effect;
- (i) selection of artistes in alcoholic beverage advertisements should be handled with care and the advertisements should avoid featuring any artiste, personality or celebrity who appears regularly in any children television programmes or who has a particular appeal to children or young persons under the age of 18;
- (j) use of alcoholic beverages or products should not be represented before or during any activity requiring alertness, dexterity and/or sober judgment, e.g. the operation of a motor vehicle, boat or aeroplane or engagement in swimming, water sports or other potentially hazardous activities;
- (k) advertisements must not encourage or depict immoderate drinking. This applies to the quantity of drink consumed and to the act of drinking portrayed;
- (l) advertising should not promote the misuse or abuse of alcoholic beverages;
- (m) advertising should not suggest that drinking is a prerequisite to relaxation. Alcohol should not be offered as a sedative or tranquilizer. While advertisements may refer to refreshment after physical performance, they must not give any impression that performance can be improved by drink;
- (n) advertising by retail liquor outlets for alcoholic products should adhere to the advertising standards on alcoholic drinks; and
- (o) advertising must not encourage, challenge or dare non-drinkers or young persons under the age of 18 to drink.

3. Generally speaking, drinks containing 1.2 per cent or less of ethyl alcohol by volume and presented as a low or no alcohol version of an alcoholic liquor, must not be advertised in or adjacent to children's programmes. In particular, drinks containing more than 0.5 per cent but not more than 1.2 per cent ethyl alcohol by volume, whether or not presented as a low or no alcohol version of an alcoholic liquor, must not be advertised in or adjacent to children's programmes. The advertisements must also comply with subparagraphs (a), (b), (d), (e), (f), (g), (h), (i), (j), (l), (m) and (o) of paragraph 2 above.

Tobacco and Tobacco Related Products

4. The licensee must comply with all relevant provisions relating to tobacco advertisements under the Smoking (Public Health) Ordinance (Cap. 371).
5. The presentation of tobacco products as prizes or gifts for television contests should not be permitted.
6. Advertisements for certain tobacco related products such as cigarette holders, tobacco filters and other smoking accessories should be subject to the following rules:
 - (a) such advertising should only target adult audience and no children or adolescents should be allowed to participate in the presentation of these advertisements; and
 - (b) such advertisements should not be shown in proximity to children's programmes; or in programmes which, in the opinion of the BA, target young persons under the age of 18.

Medical Preparations and Treatments

General

7. The licensee should ensure that all medical advertisements conform with the laws of Hong Kong, including without limitation the Undesirable Medical Advertisements Ordinance (Cap. 231).

Medical Preparation

8. The term 'medical preparation' means any kind of medicament or other curative or preventive substance and whether a proprietary medicine, a patent medicine or purported natural remedy. It includes:
 - (a) mixtures, powders, tablets, lozenges, or any product to be taken by mouth for therapeutic use;
 - (b) drops or paints, such as eye, ear or nose drops, throat paint, etc.;
 - (c) ointments, creams, pastes or powders for therapeutic use externally;
 - (d) liniments or any product to be rubbed on;
 - (e) injections; and

- (f) foods which claim to assist ‘regularity’ or other health problems.

Restricted Medical Preparations

9. Advertisements for medical preparations which are included in :
- (a) Part I of the Poisons List in the Pharmacy and Poisons Ordinance (Cap.138); or
 - (b) Schedule 1 of the Antibiotics Regulations, Antibiotics Ordinance (Cap.137),
- are not acceptable.

Unacceptable Products or Services

10. Advertisements for products or services coming within the recognised character of, or specifically concerned with, the following are not acceptable:
- (a) smoking cures;
 - (b) clinics for the treatment of hair and scalp;
 - (c) pregnancy testing services;
 - (d) clinical laboratory testing services;
 - (e) relief or cure of alcoholism and drug addiction;
 - (f) cosmetic surgery and slimming or weight reducing measures involving the use of medical preparations; and
 - (g) procurement of miscarriage or abortion.

Impressions of Professional Advice and Support

11. Unless it can be substantiated that professional advice or recommendation has been obtained from an acceptable organisation of the relevant profession (for the purpose of this provision, any organisation acceptable to the Director of Health or the relevant professional body in Hong Kong from time to time and the relevant professional body itself should be deemed to be an acceptable organisation), advertisements containing the following are not acceptable:

- (a) presentations of doctors, dentists, veterinary surgeons, pharmacists, nurses, midwives, or other supplementary medical professionals under the control of the Supplementary Medical Professions Ordinance (Cap. 359) which give

the impression of professional advice or recommendations;

- (b) statements giving the impression of professional advice or recommendation by persons who appear in the advertisements and who are presented, either directly or by implication, as being qualified to give such advice or recommendation. To avoid misunderstanding about the status of the presenter, it may be necessary to establish positively in the course of an advertisement that the presenter is not a professionally qualified adviser; and
- (c) references to approval, acceptance or recommendation of, or preference for, the product or its ingredients or their use by the professions referred to in (a) above.

Appeals to Fear or Exploitation of Credulity

12. No spoken or pictorial representation should be used which dramatises distress or morbid situations involving ailments or sickness or which conveys the suggestion that harmful consequences may result from the product advertised not being used. No spoken or pictorial representation of vivisection should be allowed. No advertisement should contain any matter which would lead persons to believe from the symptoms described that they are suffering from any serious ailment.

Conditions Requiring Medical Attention

13. Advertisements on any product or treatment which claims to cure chronic or incurable ailments or for use in conditions in which self-medication presents a risk are prohibited.

Encouragement of Excess

14. No advertisement may directly or indirectly encourage indiscriminate, unnecessary or excessive use of any medical preparation or treatment.

Exaggeration

15. No advertisement may make exaggerated claims, in particular through the selection of testimonials or other evidence unrepresentative of a product's effectiveness, or by claiming that it possesses some special property or quality which is incapable of being established. Statements should not be used in respect of any product or method of treatment that it is 'the most successful', 'safest', 'quickest' or similar use of superlative or comparative adjectives.

General Statements

16. Advertisements should not contain:

- (a) general statements which mislead viewers by omitting essential facts;
- (b) statements directly stating or implying that ‘all’ of a certain group of diseases will be cured by the preparation; or
- (c) statements directly stating or implying that ‘all’ diseases are due to a particular cause.

Depiction of Patients

17. Advertisements should not show a patient receiving treatment or under the influence of a drug or hypnotism. The appearance of a patient implying or testifying to the cure of any condition is also not acceptable.

Description of Bodily Functions

18. Graphic or repellent descriptions of bodily functions or matters which are generally considered not acceptable to a wide cross section of society are not allowed.

Derogatory Reference to Physical or Mental Affliction

19. No derogatory reference whether spoken or visual should be allowed for advertising purposes to any physical or mental affliction or deformity. Any reference to such infirmities must avoid bringing ridicule or offence to the sufferers or their families.

Sales Promotions

20. No advertisement for a medical preparation or treatment may contain any reference to a prize competition or promotional scheme such as gifts, premium offers and samples.

Claims Relating to Nutritional and Dietary Effects

21. Claims relating to the nutritional and dietary effects of products or services should be handled with care. Advertisements for products and services containing such claims should comply with the following rules:

- (a) claims of effects or treatment for conditions of health for which qualified medical attention or advice should reasonably be sought are not acceptable. The licensee must also comply with the provisions of the Undesirable Medical Advertisements Ordinance (Cap. 231);
- (b) specific claims for the nutritional value of food must be supported by sound scientific evidence and must not give a misleading impression of the nutritional or health benefits of the food as a whole;

- (c) advertisements for dietary supplements, including vitamins or minerals, must not state or imply that they are necessary as additions to a balanced diet in order to avoid dietary deficiency or that they are the only means to enhance normal good health;
- (d) no advertisements should encourage patterns of behaviour which are prejudicial to health;
- (e) advertisements making nutritional and dietary claims are required to comply with paragraph 11 of this chapter which governs professional advice and support;
- (f) the licensee must ensure that the advertisements which make claims relating to nutritional and dietary effects comply with all relevant legislation including without limitation the Public Health and Municipal Services Ordinance (Cap. 132); and
- (g) no advertisements for products, services and establishments which offer or provide treatment aimed at the achievement of weight loss or reduction of body fatness are acceptable unless these advertisements state that their services/products are adjunct to having a balanced/healthy diet to achieve such effect. The following rules must also be complied with:
 - (i) such advertisements must not be addressed to persons under the age of 18 and containing elements which are likely to be of particular appeal to them such as featuring children or any persons posing as adolescents in the advertisements;
 - (ii) the licensee must obtain sound evidence showing that such products or services are likely to be effective and will not cause harm. The effect of the products or services must be substantiated;
 - (iii) such advertisements must not be directed at the obese or must not use case histories to show that subjects who were or appeared to be obese lose weight and become slimmer after using the product or service advertised;
 - (iv) such advertisements must not suggest or imply that to be underweight is acceptable or desirable. Those giving testimonials must neither be nor appear to be underweight; and
 - (v) advertisements for food products in this category must make it clear that the product can assist weight loss only as part of a calorie controlled diet.

(Note: For the purpose of this rule the Body Mass Index for a normal person is between 18.5 and 25 kilograms/meter² as recommended by the World Health Organisation. Body Mass Index over or under this range would be considered as obese or underweight.)

Personal Products

General

22. Products of personal nature, such as female sanitary products, condoms, deodorants for the genital area, incontinence products, etc., should be presented with care and sensitivity. Depiction of such products must be in good taste and not overly graphic. Advertising of female sanitary products and condoms should be restrained and discreet.

Female Sanitary Products

23. The product itself should not be shown in a manner likely to cause offence and/or embarrassment to the viewers. Close-up shots on the crotch area are unacceptable.

Condoms

24. Advertisements for condoms should be factual only and should not contain any claim that the condom product is capable of giving full protection against the transmission of Acquired Immune-Deficiency Syndrome (AIDS).

25. For *domestic free television programme services*, except with the special permission of the BA, no advertisement for condoms should be shown between 4:00p.m. and 8:30p.m.

Educational Courses

26. The licensee must comply with section 86A of the Education Ordinance (Cap. 279), section 34 of the Non-local Higher and Professional Education (Regulation) Ordinance (Cap. 493) and section 3 of the Non-local Higher and Professional Education (Regulation) Rules (Cap. 493 sub.leg.).

Financial Advertising

Legal Responsibility

27. It is the responsibility of the licensee to ensure that advertisements comply with all

the relevant legal and regulatory requirements including, but not limited to, the following:

- (a) the Companies Ordinance (Cap. 32);
- (b) the Banking Ordinance (Cap. 155);
- (c) the Insurance Companies Ordinance (Cap. 41);
- (d) the Securities and Futures Ordinance (Cap. 571);
- (e) the Mandatory Provident Fund Schemes Ordinance (Cap. 485);
- (f) the Codes of the Securities and Futures Commission (SFC), including without limitation :
 - (i) the Code on Unit Trusts and Mutual Funds;
 - (ii) the Code on Investment-linked Assurance Schemes;
 - (iii) the Code on Pooled Retirement Funds;
 - (iv) the Code on Immigration-linked Investment Schemes;
 - (v) the SFC Code on MPF Products;
 - (vi) the Code of Conduct for Persons Licensed by or Registered with the Securities and Futures Commission;
 - (vii) the Fund Manager Code of Conduct;
 - (viii) the Corporate Finance Adviser Code of Conduct; and
 - (ix) any other prevailing rules and guidelines on other types of investment products regulated by the SFC such as paper gold schemes; and
- (g) the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited.

(The list is for reference only and it is the responsibility of the users of this Code to ascertain the applicable and up-to-date legal and regulatory requirements.)

28. Deleted.

Deposit and Savings Facilities

29. Advertisements for deposit and savings facilities should comply with the following provisions:

- (a) for deposit and savings facilities offered by any licensed bank, any restricted licence bank or any deposit-taking company authorized under the Banking Ordinance (Cap. 155) :
 - (i) the advertisement should not use any terms or expressions indicating that the deposits will be absolutely or completely secure or to the like effect;
 - (ii) the advertisement should not state or imply that the repayment of any deposits or the payment of any interest payable on deposits is guaranteed or secured unless it also states the nature and extent of the guarantee and the name of the guarantor, or the nature and extent of the security, as the case may be;
 - (iii) no reference should be made to the amount of the nominal or authorized capital of the institution; and
 - (iv) no reference should be made to the total assets of the institution or to the total deposits made with the institution unless at the same time a reference is made to the amounts of the paid up capital and reserves either separately or together; or
- (b) for invitations to make a deposit outside Hong Kong, the advertisement should comply with the requirements specified in the Fifth Schedule to the Banking Ordinance (Cap. 155).

Lending and Credit

30. Mortgage, other lending facilities and credit services offered by licensed banks, restricted licence banks and deposit-taking companies authorized under the Banking Ordinance (Cap. 155) may be advertised. Care should be taken to avoid the public being misled as to the terms of the loan services being advertised.

Review or Advice about the Stock Market or Investment Prospects

31. Subject to paragraphs 32 and 33 of this chapter or unless otherwise permitted (whether expressly or impliedly) under applicable law, no advertisement should contain any review of or advice about the stock market (including securities listed on the stock market), investment prospects, any investment advice or make any reference to specific securities, futures contracts or investment products.

Investment Products

32. Advertisements for investment products requiring authorization by the SFC, including but not limited to unit trusts, mutual funds, investment-linked insurance schemes, pooled retirement funds, Mandatory Provident Fund products and immigration-linked investment schemes, are not acceptable unless these advertisements are authorized by the SFC pursuant to section 105 of the Securities and Futures Ordinance (Cap. 571).

Regulated Activities

33. Advertisements relating to carrying on of any regulated activity (as defined in the Securities and Futures Ordinance (Cap. 571)) should comply with the relevant provisions of the Securities and Futures Ordinance (Cap. 571) (including but not limited to the requirement for the issuer to be licensed by the SFC).

Financial Publications

34. Subject to paragraphs 32 and 33 of this chapter or unless otherwise permitted (whether expressly or impliedly) under applicable law, advertisements for publications, including periodicals, books, teletext services and other forms of electronic publishing, on investments and other financial matters must make no recommendation on specific securities or investment products; advertisements for subscription services for such publications must be in general terms and make no reference to specific securities or investment products.

Estimates of the Proceeds of Insurance Policies

35. No numerical examples of the proceeds of insurance policies including but not limited to estimates of future bonus or dividend declarations on participating life insurance policies should be quoted in any advertisement.

Real Property Advertising

36. No advertisement offering for sale or to let any flat, shop, office or other unit of accommodation in Hong Kong should be accepted:

- (a) in respect of a completed building, unless the advertiser is able to substantiate that the proposed sale or letting does not constitute any breach of the conditions relating to such sale or letting as imposed in the lease conditions affecting the land on which such completed building stands;
- (b) in respect of an uncompleted building:
 - (i) unless the prior consent of the Director of Lands or any other Government authority relating to such sale or letting as required under

the lease conditions affecting the land on which such uncompleted building stands has been given; or

- (ii) unless the developer is able to produce evidence that his solicitor has deposited a statutory declaration under Rule 5C(3) of the Solicitors Practice Rules in regard to the sale and purchase of the affected real property in the relevant Land Registry where consent as mentioned in (b)(i) above is not required for the sale of units in such uncompleted building (a solicitor's letter certifying that the above condition has been met will be regarded as sufficient substantiation).

37. No advertisement offering for sale to Hong Kong residents any flat, shop, office or other unit of accommodation in a building or proposed building or any land or any subdivision, share or interest thereof or therein situated outside Hong Kong should be accepted unless the developer or vendor is able to produce the following:

- (a) a letter from a firm of solicitors/attorneys registered and recognized in the country where the real property or land is situated confirming that :
 - (i) all the requirements imposed by the local government relating to the development and sale of the real property or land to be advertised have been properly complied with by the developer or vendor;
 - (ii) the developer or vendor has obtained the requisite consent (if necessary under the local laws) from the local government for the sale of the real property or land to non-residents; and
 - (iii) housing loan is available to prospective purchasers from a licensed financial institution, either locally or elsewhere; and
- (b) a letter from a firm of solicitors who are qualified to practise in Hong Kong confirming that, to the best of their knowledge and belief, the local firm of solicitors/attorneys providing the confirmation in (a) above is registered in the country where the real property or land is situated for the provision of legal advice within that jurisdiction.

38. No advertisement should be accepted if it contains an invitation to the public to enter into or offer to enter into a regulated investment agreement^(Note 1) in respect of real property or to acquire an interest in or participate in, or offer to acquire an interest in or

^(Note 1) "Regulated investment agreement" (受規管投資協議) means an agreement the purpose or effect, or pretended purpose or effect, of which is to provide, whether conditionally or unconditionally, to any party to the agreement a profit, income or other returns calculated by reference to changes in the value of any property, but does not include an interest in a collective investment scheme.

participate in, a collective investment scheme^(Note 2) in respect of real property, unless the advertisement has been authorized by the Securities and Futures Commission or is exempted under the Securities and Futures Ordinance (Cap. 571).

39. The licensee must ascertain that any descriptions, demonstrations and claims of a specific nature with regard to real property advertisements have been adequately substantiated by the advertisers. In particular,

- (a) no claims may expressly or by implication misrepresent the location, size and value of the real property and the available transport facilities;
- (b) the lowest selling price of a real property should be stated as such and should not give an impression that it is the average price;
- (c) a price being offered to local purchasers only should be stated as such and should not give an impression that it is also being offered to overseas purchasers, if there is a significant difference in the prices; and
- (d) advertisements must not offer any furniture, home appliances or any other goods as “free gifts” unless such items are supplied at no cost or no extra cost to the recipient. The licensee needs to obtain a statement to this effect from the advertiser.

The licensee should have his responsibility under this paragraph discharged if he did not know and had no reason to suspect that the information contained in the advertisement or data supplied by the developer or advertiser were false or misleading and could not, with reasonable diligence, have ascertained that the claims were false or misleading.

^(Note 2) "Collective investment scheme" (集體投資計劃) means arrangements in respect of any property-

- (i) under which the participating persons do not have day-to-day control over the management of the property, whether or not they have the right to be consulted or to give directions in respect of such management;
- (ii) under which-
 - (A) the property is managed as a whole by or on behalf of the person operating the arrangements;
 - (B) the contributions of the participating persons and the profits or income from which payments are made to them are pooled; or
 - (C) the property is managed as a whole by or on behalf of the person operating the arrangements, and the contributions of the participating persons and the profits or income from which payments are made to them are pooled; and
- (iii) the purpose or effect, or pretended purpose or effect, of which is to enable the participating persons, whether by acquiring any right, interest, title or benefit in the property or any part of the property or otherwise, to participate in or receive-
 - (A) profits, income or other returns represented to arise or to be likely to arise from the acquisition, holding, management or disposal of the property or any part of the property, or sums represented to be paid or to be likely to be paid out of any such profits, income or other returns; or
 - (B) a payment or other returns arising from the acquisition, holding or disposal of, the exercise of any right in, the redemption of, or the expiry of, any right, interest, title or benefit in the property or any part of the property.

Film Advertisements

40. Advertisements for a film which is classified under the Film Censorship Ordinance (Cap. 392) and is intended for public exhibition in Hong Kong, should display the appropriate symbol applicable to the film under that ordinance. In addition, advertisements for films classified under categories other than Category I should carry legible visual and/or aural advisories to the effect that they are not suitable for particular group(s) of persons or approved for exhibition to persons aged 18 or above, as the case may be. (*For placement restrictions on film advertisements, please see paragraph 3 of Chapter 7 Advertising and Children*).

NON-DOMESTIC TELEVISION PROGRAMME SERVICES

41. The licensee should observe the laws and programme and advertising standards of the relevant authorities of the intended recipient countries and places.

Chapter 7 Advertising and Children

DOMESTIC FREE, DOMESTIC PAY AND OTHER LICENSABLE TELEVISION PROGRAMME SERVICES

General

1. Particular care should be taken over advertising
 - (a) which is broadcast within or in close proximity to programmes targeting children;
 - (b) which is broadcast in a channel targeting children; or
 - (c) in which children are to be employed.

The Viewing Child

2. No product or service may be advertised and no method of advertising may be used, in association with a programme intended for children, or in the case of *domestic free television programme services*, which large numbers of children are likely to watch, which might result in harm to them physically, mentally or morally, and no method of advertising may be employed which takes advantage of the natural credulity and sense of loyalty of children.

In particular:

- (a) No advertisement may encourage children to take part in any scheme that contains an element of danger to them, e.g. to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels, etc. The licensee should have his responsibility under this subparagraph discharged if he had exercised reasonable effort to ensure that the scheme advertised contain no element of danger to children.
- (b) No advertisement for a commercial product or service is allowed if it contains any appeal to children which suggests in any way that unless the children themselves buy or encourage other people to buy the product or service they will be failing in some duty or lacking in loyalty towards some person or organisation whether that person or organisation is the one making the appeal or not.
- (c) No advertisement is allowed which leads children to believe that if they do not own the product advertised they will be inferior in some way to other

children or that they are liable to be held in contempt or ridicule for not owning it.

- (d) No advertisement dealing with the activities of a club is allowed without the submission of satisfactory evidence that the club is carefully supervised in the matter of the behaviour of the children and the company they keep and that there is no suggestion of the club being a secret society.
- (e) While it is recognised that children are not the direct purchaser of many products over which they are naturally allowed to exercise preference, care should be taken that they are not encouraged to make themselves a nuisance to other people in the interests of any particular product or service. In an advertisement offering a free gift, a premium or a competition for children, the main emphasis of the advertisement must be on the product with which the offer is associated.
- (f) If there is to be a reference to a competition for children in an advertisement, the values of prizes and the chances of winning one must not be exaggerated.
- (g) The true size of the product advertised and any free gift for children should be made easy to judge. Where necessary, they can be shown in relation to some common objects against which their actual scales can be easily judged.

Restrictions on Transmission Time

3. Advertisements for products or services, films and any material which are considered as not suitable for children may not be shown within or in close proximity to programmes targeting children and in the case of ***domestic free television programme services***, at times when a large number of children are expected to be watching.

4. Advertisements which are frightening, or provoke anxiety, or which contain depictions of violent, dangerous or anti-social behaviour are not allowed to be shown within or in close proximity to programmes targeting children and in the case of ***domestic free television programme services***, at times when a large number of children are expected to be watching.

The Child in Advertisements

5. The appearance of children in advertisements is subject to the following conditions:

- (a) *Contributions to safety*

Any situations in which children are to be seen in television advertisements

should be carefully considered from the point of view of safety.

In particular:

- (i) Children should not appear to be unattended in street scenes unless they are obviously old enough to be responsible for their own safety; should not be seen playing in the road unless it is clearly shown to be a play-street or other safe area; should not be shown stepping carelessly off the pavement or crossing the road without due care; in busy street scenes should be seen to use zebra crossings in crossing the road, and should be otherwise seen in general as pedestrians, cyclists or passengers, to behave in accordance with the Road Users Code as published by Transport Department from time to time.
- (ii) Children should not be seen leaning dangerously out of windows or over bridges, climbing cliffs or playing in or near water unaccompanied by adults, or playing irresponsibly on escalators.
- (iii) Small children should not be shown climbing up to high shelves or reaching up to take things from a table above their heads.
- (iv) Medicines, disinfectants, antiseptics and caustic substances must not be shown within reach of children without close parental supervision, nor should children be shown using these products in any way.
- (v) Children must not be shown using fire, matches or any gas, paraffin, petrol, mechanical or mains-powered appliance which could lead to their suffering burns, electrical shock or other injury.
- (vi) Advertising and products advertised must be consistent with generally recognised safety standards. Demonstrations may not depict harmful or dangerous use of product. When children are shown engaging in activities potentially dangerous to them, such activities should be seen being carried out under parental supervision.

Except that in advertisements designed specifically and only to promote safety, it may be acceptable to show children, for that purpose, in dangerous situations.

(b) Good manners and behaviour

Children seen in advertisements should be presented in such a manner as to set a good example of behaviour and manners.

(c) Alcoholic liquor and tobacco related products

Children and adolescents should not be permitted to participate in the presentation of advertisements for alcoholic liquor or tobacco related products.

NON-DOMESTIC TELEVISION PROGRAMME SERVICES

6. The licensee should observe the laws and programme and advertising standards of the relevant authorities of the intended recipient countries or places.

Chapter 8 Advertising Breaks

DOMESTIC FREE, DOMESTIC PAY AND OTHER LICENSABLE TELEVISION PROGRAMME SERVICES

1. Unless otherwise permitted by the BA, advertising or non-programme material may be placed only at the beginning or end of a programme or in a natural break occurring therein. For the purpose of this Code, “non-programme material” excludes advertising material but includes materials for the promotion of the licensee’s station and programme services and such announcements as the BA may require to be included in the licensee’s television programme services pursuant to the Broadcasting Ordinance (Cap.562) or the relevant licence. This rule does not apply to a service or part of a service that comprises of home shopping material where the nature of the service or part of a service is, in the opinion of the BA, clearly identified to viewers.

2. For *domestic pay television programme services and other licensable television programme services*, advertisements built into programmes of satellite feed services which are produced primarily for reception outside Hong Kong but which do not contribute to any advertising revenue of the licensee may deviate from the standards set out in paragraph 1 where compliance is not feasible without interrupting the licensee’s television programme services.

NON-DOMESTIC TELEVISION PROGRAMME SERVICES

3. The licensee should observe the laws and programme and advertising standards of the relevant authorities of the intended recipient countries and places.

Chapter 9 Programme Sponsorship

GENERAL PRINCIPLES FOR ALL CATEGORIES OF SERVICES

1. A programme is sponsored if it is broadcast in return for payment or other valuable consideration (which includes the programme itself) to a licensee. A programme includes a part thereof or a programme segment.
2. A core principle of this Code is the preservation of programme integrity by not allowing programme agendas to be distorted for commercial purposes. Where a programme is sponsored, the licensee should remain responsible for its content.

SPECIFIC APPLICATIONS FOR DIFFERENT CATEGORIES OF SERVICES

DOMESTIC FREE TELEVISION PROGRAMME SERVICES

Sponsor Identifications

3. All sponsored programmes must be clearly identified. Sponsor identifications other than in the form of advertisements are subject to the following basic ground rules:
 - (a) sponsor identifications must be distinguishable from advertisements, and should not contain superlative claims, price information and direct exhortations to the viewing public to purchase or rent the sponsor's products or services;
 - (b) viewers should not be subject to hidden editorial influence; and
 - (c) sponsor identification within a programme should not be obtrusive or have adverse effect on viewing pleasure.
4. A sponsored programme must be clearly identified as such by:
 - (a) a front or an end sponsor credit or both which can be visual and/or aural (subject to paragraphs 5 to 7 of this chapter); and/or
 - (b) in case of sponsorship of a whole programme or a programme segment^(Note 1) or a programme feature^(Note 2) thereof, incorporating the sponsor's name into

^(Note 1) An example of a typical programme segment will be a contest segment in a contest programme.

^(Note 2) An example of a typical programme feature is a constituent of a contest segment in a contest programme.

a programme title or a programme segment title or a programme feature title (subject to paragraphs 8 and 9 of this chapter); and/or

- (c) in case of product/service sponsorship where payment or other valuable consideration is received by the licensee in return for the commercial product or service to be featured within the programme, sponsor credit(s) in the form as described in (a) above (subject to paragraph 10 of this chapter); and/or
- (d) a front or an end advertisement or both which should count towards the advertising time allowance.

Front or End Sponsor Credits

5. A distinction between advertising and front or end sponsor credits should be maintained in order to ensure that credits are not used as a means to extend allowable advertising minutage. Credits may include the sponsor's name and/or his house/trade/brand/product/service name and/or trademark/logo and may show the sponsor's product or service and contact details (e.g. telephone number, address, fax, website address etc.) Subject to paragraph 3 of this chapter, advertising slogans and attributes of the sponsor may also be used.

6. Without prejudice to paragraph 8 of this chapter, sponsor identification, whether incorporated in the title of a programme or not, can appear as a front or an end sponsor credit or both but a front or an end sponsor credit must not exceed 10 seconds in length where one sponsor is involved; and 30 seconds where there is more than one.

7. Front sponsor credits must precede and not be integrated within any part of the programme. End sponsor credits may be integrated with but must not precede the rolling end credits of a programme.

Title Sponsorship

8. Apart from front or end sponsor credits, the licensee may incorporate a sponsor's name, his house/trade/brand/product/service name, trademark/logo, advertising slogan and attribute of the sponsor into the title of a programme/programme segment/programme feature subject to the following rules:

- (a) references to programme titles, programme segment titles and programme feature titles, whether visually or aurally, are acceptable provided that they do not contravene the ground rules of paragraph 3 of this chapter and do not exceed the following durations:
 - (i) subject to the provisions herein or a programme segment between 9 and 10 minutes, an aggregate of 15 seconds for every 10 minutes of a programme segment. For the purpose of this provision,

“programme segment” has the same meaning as in paragraph 12 of Chapter 12 of the Generic Code of Practice on Television Programme Standards, that is, the part of a programme between breaks or between an interval and a break and is subject to the minimum segment duration of not less than 10 minutes. For the purpose of this sub-paragraph, a programme segment between 9 minutes and 10 minutes, where approval has been obtained from the BA to deviate from the 10-minute rule, will be deemed a 10-minute programme segment;

- (ii) for the avoidance of doubt, in the case of a programme segment exceeding 10 minutes, the aggregate duration of references to title sponsorship referred to in sub-paragraph (i) may be calculated on a pro-rata basis at the ratio of 15 seconds per 10 minutes of the programme segment, provided that the licensee should exercise due care in presenting the title sponsorship references to avoid bunching of such references which might otherwise obtrude on viewing pleasure; and
 - (iii) in the case of a mini-programme of less than 10-minute duration, an aggregate of 5 seconds per programme; and
- (b) for the purpose of subparagraph (a) above, none of the following will be counted towards the time allowance prescribed in paragraphs 8(a)(i), (ii) and (iii) for sponsored programme/programme segment/programme feature titles:
- (i) programme breakers^(Note 3) featuring the sponsored titles;
 - (ii) backdrops featuring the sponsored titles;
 - (iii) superimposition of, and/or aural reference to a sponsored programme title once each at the beginning and end of the entire programme;
 - (iv) stay tune announcement^(Note 4) mentioning the sponsored titles;
 - (v) references to the sponsored programme titles in the station’s promotional programme; and
 - (vi) superimposition of a sponsored programme title within programme segments as permitted under paragraph 15A of Chapter 12 of the

^(Note 3) An example of a typical programme breaker is a flipcard featuring a programme title when entering and/or leaving a commercial break.

^(Note 4) An example of a typical stay tune announcement is the aural and/or visual reference to the title of a forthcoming programme, usually presented at the end of a programme.

Generic Code of Practice on Television Programme Standards.

9. The licensee must at all times have regard to the average viewer's interest when presenting sponsors' references under paragraph 8 of this chapter. Should any conflict arise between preserving viewers' interest and full application of paragraph 8, the preservation of viewers' interest prevails.

Product/Service Sponsorship

10. The licensee may include one or more product(s) or service(s) within a programme in return for payment or other valuable consideration, provided that

- (a) their exposure or use is clearly justified editorially, not obtrusive to viewing pleasure and not gratuitous;
- (b) the sponsor for the product or service featured must be clearly identified in the front and/or end sponsor credits of the programme. The content of the front and/or end sponsor credits must comply with the rules set out in paragraphs 5 to 7 of this chapter;
- (c) the product or service featured in a programme must not be unacceptable for advertising under this Code; and
- (d) the advertising standards set out in other chapters of this Code shall apply to product/service sponsorship where appropriate, including but not limited to the provisions governing substantiation of factual claims and disparagement of competitors.

Sponsorship Considerations for Specific Types of Programme

Drama Programmes

11. Unless otherwise approved by the BA, the licensee shall, at the end of six months from the promulgation of paragraph 10 of this chapter, submit a written report to the BA on the use of product/service sponsorship under the aforesaid provision in the licensee's drama programmes and the public's response to this new sponsorship format.

Children's Programmes

12. Sponsorship of children's programmes requires special caution. To avoid the programmes becoming too commercialized, title sponsorship which has the meanings as in paragraph 8 of this chapter may apply to children's programmes save and except for attributes and advertising slogans of the sponsor. The licensee is prohibited from accepting product/service sponsorship which has the meaning as in paragraph 10 of this chapter in respect of children's programmes.

Educational Programmes

13. The licensee has to ensure that the rule mentioned in paragraph 12 above is also strictly observed in educational programmes. For the purpose of this paragraph, “educational programmes” refer to programmes with a clear educational purpose, usually in connection with the pursuit of a formal course of academic studies, but do not include general instructional (‘how to do’) programmes.

Current Affairs Programmes

14. Title sponsorship and product/service sponsorship, which have the meanings as in paragraphs 8 to 10 of this chapter, may apply to current affairs programmes. Due to the special nature of these programmes, the licensee should exercise care in the choice of sponsor so as to safeguard the credibility and integrity of such programmes.

Commercial References in Contests

15. Subject to paragraphs 8 to 10 of this chapter, factual aural/visual references to the sponsor’s provision of the prize/prizes not otherwise constituting advertisements are allowed in contests provided that they are not used excessively.

Promotional Materials for Sponsored Programmes (“Promos”)

16. Promos are subject to the following rules:

- (a) No reference to sponsors may be allowed except where the sponsor’s name or his house/trade/brand/product/service name, trademark, logo or his advertising slogan or attribute is an integral part of the station’s official programme title and the rules in paragraph 8 of this chapter where applicable are complied with. A promo may be followed by advertisements announcing the sponsors with the advertisements being counted towards the advertising time allowances.
- (b) Announcements on any television contests may include factual references to prizes, prize sponsor’s name and/or his house/trade/brand/product/service name and/or trademark/logo and/or advertising slogan or attribute, or means of obtaining entry forms but such references should not contain advertisement for any product/service and the presentation does not obtrude on viewing pleasure. In this connection, the ground rules on sponsor identifications at paragraph 3 of this chapter will equally apply.

Prohibited and Restricted Sponsors

17. The licensee should not accept any sponsorship in respect of products/services/establishments in so far as they are not acceptable for advertising under the Code. However, acknowledgment to such establishments may be included in the

rolling end credits of the programme if the context or dramatic veracity requires the programme to include shots of the establishments.

Unsponsorable Programme

18. News programmes and programmes, announcements or other material included at the direction of the BA from time to time must not be sponsored.
19. Religious service or other devotional programmes must not be sponsored.

Acquired Programmes

20. Films made for the cinema and acquired programmes covering sporting and other events taking place outside Hong Kong may deviate from the standards in this chapter only when this is unavoidable.

DOMESTIC PAY TELEVISION PROGRAMME SERVICES AND OTHER LICENSABLE TELEVISION PROGRAMME SERVICES

21. Surreptitious sponsorship is not allowed. All sponsorship must be clearly identified at the beginning and/or end of the programme and/or within the programme as part of a programme title, programme segment title or programme feature title. Such identifications may include references to a sponsor's name, product/service, house/trade/brand/product/service name, trademark/logo, advertising slogan and attribute, and sponsored prizes in connection with contest programmes provided that they comply with the basic ground rules as set out in paragraph 3 of this chapter. Paragraphs 10 (save and except for the time limit restriction set out in paragraph 6), 12 to 14 and 17 to 20 of this chapter also apply to the licensees.
22. Programmes of satellite feed services provided by the licensee may deviate from the standards set out in paragraph 21 of this chapter only when this is unavoidable.

NON-DOMESTIC TELEVISION PROGRAMME SERVICES

23. The licensee should observe the laws and programme and advertising standards of the relevant authorities of the intended recipient countries and places.