RULES FOR SPONSORING ON TV CHANNELS NOVA

Prague, January 2025

Internal

Basic terms

Legal regulation of sponsorship

- Act no. 231/2001 Sb., on Radio and Television Broadcasting ("the Media Act")
- Act no. 132/2010 Sb., on Audiovisual Media Services on Request and on the Amendment to Certain Acts
- Act no. 40/1995 Sb., on the Regulation of Advertising

What is sponsorship

- Sponsorship is **any contribution** from an entity which does not operate any radio or television broadcasting or provide audiovisual media services on request or produce audiovisual works **provided for direct or indirect financing of a radio station or television channel or programme with the aim of promoting its name or title, trade mark, products, services, activities or public image.**

- The basic purpose of sponsorship is to promote the good name and reputation for a legal entity or an individual or their products (goodwill). Such purpose is the distinguishing criterion between advertising and sponsorship because where a sponsorship message appeals to the public to buy a certain product, it would not be sponsorship but advertisement.

Basic terms

Sponsorship types

Sponsor of a programme

For the purpose of sponsorship, a programme means a moving image sequence with or without sound, constituting a compact unit of broadcast by its contents, form and function, and making a separate item in the programme schedule.

Programmes broadcast on Nova Group channels include: series, events, films, reality shows and sports broadcasts (e.g. Ulice, Specialisté, Výměna manželek, SuperStar, Hells Kitchen Česko, Snídaně)

Sponsor of a channel

The Czech word ***"program"*** means a purposeful time scheduled for individual TV programmes and other parts of broadcasting. Other parts of broadcasting are not characterised as a programme and are inserted between programmes or accompany or interrupt programmes.

For the purpose of sponsorship, a channel means Nova, Nova Cinema, Nova Fun, Nova Lady, Nova Action, Nova Gold, Nova Sport 1, Nova Sport 2, Nova Sport 3, Nova Sport 4, Nova Sport 5, Nova Sport 6.

Basic terms

Difference between advertising and sponsorship:

- the purpose of advertising on the part of the customer (client) is to promote the sale, purchase or lease of products and services, advertising spots primarily promote products and services;
- advertisements are broadcast only in blocks distinctly separated from programmes;
- advertising messages are broadcast for a consideration;
- advertisements, unlike a sponsorship messages, have a more focussed impact on the viewers, by striving to persuade them directly to buy a particular product by praising its qualities; it may use comparison with competitors, hyperbola, stories etc.
- a message about the price of a product, discounts offered or directly comparing a certain product with competitive ones is obviously advertising.

A sponsorship message may include commercial information in a broad sense, such as information publicly presenting a company, a product, goods or services as well as a slogan, i.e. a certain phrase characterising the company or its product, goods or services.

nova nova CINEMA nova FUN nova LADY nova ACTION nova GOLD nova SPORT TN nova INTERNATIONAL VOYO nova.cz

Basic terms

The following may not be sponsored

News and political programmes (see section 53 subsection 6 Media Act).

Restrictions concerning sponsoring entities

- programmes and channels may not be sponsored by entities whose main objects of business are the production or sale of cigarettes or other tobacco products and the production and lease of products or the provision of services that may not be advertised in accordance with legal regulation;
- when sponsoring programmes and channels by entities the objects of business of which include the production or distribution of medicines or any treatment methods, such medicines or treatment methods that are prescription-only in the Czech Republic may not be advertised;
- programmes for children and youth may not be sponsored by entities whose objects of business include the production or sale of alcoholic drinks;
- in the selection of a sponsor, its suitability must be taken into account in regard to the contents and focus of the sponsored programme. A sponsor must not influence the contents or the time schedule of the programme or other parts of the broadcast.

Requisites of a sponsorship message

Obligatory contents of a sponsorship message broadcast on Nova Group channels

Obligatory contents of a sponsorship message of a sponsor of a programme

- a statement that the programme is sponsored - the subtitle "sponsor of the programme" must be a part of the sponsorship message supplied (see Technical Conditions of Advertising);
- the name or company name, logo or other mark of the sponsor meaning in particular a reference to its products, services or their characteristic features.

Obligatory contents of a sponsorship message of a sponsor of a channel

- a statement that the programme is sponsored - the subtitle "sponsor of a channel" must be a part of the sponsorship message supplied (see Technical Conditions of Advertising);
- name or company name of the sponsor
- main objects of business of the sponsor (the main source of revenues and income). e.g. Company XY, a.s., car manufacturer.

Requisites of a sponsorship message

Placement of a sponsorship message

Placement of a sponsorship message of the sponsor of the programme

A sponsorship message must always be placed at the beginning of the sponsored programme, in the course of the programme or at the end of each sponsored programme.

Placement of a sponsorship message of the sponsor of a channel

A sponsorship message of the sponsor of a channel may not be placed:

- immediately before the beginning of a programme
- immediately after the end of a programme
- during a programme
- during any teaser trailer for a programme

Length of a sponsorship message

The usual length of a sponsorship message is 10"

Requisites of a sponsorship message

What can be communicated via a sponsorship message:

- basic information about the sponsor, its trade mark, products, services or other activities;
- information about any prize awarded to the sponsor, its products or services or activities (e.g. The sponsor of the programme is XY, the Bank of the Year 2015);
- a slogan, either in the form of an image or audio message
- a slogan that is a registered trade mark may be used unless it includes distinct stimuli, superlatives, references to being superior to other products (i.e. such as the best price, the fastest route to you, the best quality guarantee, the most flexible mortgage);
- a contact giving reference to more detailed information about the sponsor through a web site or teletext;
- a sponsorship message may include an express notice of a connection between the programme and the sponsor (e.g. a paraphrase, typical setting of the programme, hyperbola)
- acknowledgements, wishes (thank you for your trust, thank you for your loyalty, the partner for your Christmas, the partner for your holiday);
- a sponsorship message must be assessed as a whole, audio and visual part along with verbal communication.

A sponsorship message must not include:

- price information;
- any type of advertising story (a sponsorship message must be static rather than dynamic);
- comparison of the utility properties of the brand, product or activities with its competition; evaluation of the merits of the brand, product or performance; the advantages connected with their use or sale;
- direct incentives to buy or lease any goods or services, in particular by mentioning the goods or services for the purpose of promotion;
- in relation to the sponsor, its products or activities, the sponsorship message must not include any superlatives or comparatives placing the sponsor's brand, product or activities above other brands, products or activities (i.e. such as "the best on the market", "the lowest prices", "the most modern equipment", "complete service");
- an image of a consumer immediately before or immediately after the consumption of the product that may be consumed (food, cosmetics);
- manipulation of the product - demonstration of the functions and utility properties of the product, opening the product and showing other details, contents, composition, effect, advantages;
- the date of one-off sales events that have no broader social or cultural implications;
- information about the point of sale, address or telephone number.

Requisites of a sponsorship message

Specific groups of products in sponsorship

Dietary supplements

- are foods for direct consumption that are different from other foods by the contents of vitamins, minerals etc. in order to have a positive effect on the health of the consumer;
- are not medicines - a dietary supplement may contain medicinal substances but, ulike medicines, the content of the medicinal substance is not so high (pharmacologically significant quantity).

Medicines

Sponsorship of a programme by medicines

A sponsor may be promoted whose objects of business are the production and distribution of medicines or treatment methods and its particular products but prescription-only medicines or treatment methods may not be promoted directly. e.g. "*this programme is sponsored by Dolgit krém and Dolgit gel by PROD.MED.CS“* provided Dolgit is not a prescription-only medicine.

Sponsorship of a programme by medicines - must not be prescription-only. e.g. "*this programme is sponsored by Ibuprofen"* + subtitle *"Zentiva, manufacturer of medicines"* (the main objects of business of Zentiva) provided that Ibuprofen is not prescription-only.

If a programme is sponsored by manufacturers and distributors of over-the-counter medicines and dietary supplements, the sponsorship message must contain a visible statement of "over-the-counter medicine", "dietary supplement", "food for special nutrition", for over-the-counter medicines also an instruction to read the instruction leaflet, and for medicines containing only one medicinal substance also the usual name of such medicine must be stated.

In connection with dietary supplements and over-the-counter medicines, the following expressions must not be used: cure, heal, help, remove, alleviate, stop, correct, treat, prevent, renew, repair, eliminate etc. - they must not indicate medical purpose.

Responsibility for the contents of a sponsorship message & for the placement in broadcasting

Responsibility for the contents of a sponsorship message

- TV Nova s.r.o., the broadcaster, is responsible for the contents of the sponsorship message.
- TV Nova s.r.o. approves the contents of any sponsorship message before it is broadcast.

Legal, technical and other conditions for broadcasting sponsorship messages

- The contents of the sponsorship messages and their broadcast must comply with the laws of the Czech Republic, in particular with the provisions of Act no. 231/2001 Sb. on Radio and Television Broadcasting and Act no. 40/1995 Sb., on the Regulation of Advertising, Act no. 634/1992 Sb., on Consumer Protection, and Act no. 121/2000, on Copyright;

The conditions for broadcasting sponsorship messages are governed by the following:

- General terms and conditions of promotions on TV Nova channels
- Pricing terms and conditions of promotions on TV Nova channels
- Technical Conditions, List of approved suppliers
- All documents are available on website: https://novagroup.cz/obchod/sponzoring

This documents is a brief summary of information intended for the orientation of applicants for sponsorship of programmes or channels on TV channels Nova. It does not give rise to any rights or obligations for any of the parties. Only a contract and related documents made between the contracting parties have such effect.

CONTACT

E-mail: obchod@nova.cz

TV Nova s.r.o.,
Kříženeckého nám. 1078/5,
152 00 Prague 5