

Review of Television and Radio Codes of Practice

Proposals of the Communications Authority

Programme Sponsorship and Indirect Advertising on Television and Radio

1. Replace the detailed prescriptions (number, size, frequency, duration and position of display, etc.) in the codes for regulation of sponsor identifications within television programmes by general, overarching principles.
2. Allow the display of sponsorship references in children's programmes in the form of superimposed text or visual objects, subject to certain conditions.
3. Relax the regulation of product/service sponsorship for programme promos on the condition that some general, overarching principles are complied with.
4. Lift the general prohibition on indirect advertising in radio programmes except for certain types of programmes (e.g. news), provided that such material complies with basic ground rules similar to those applicable to television programme services.

Applicability of the Impartiality Requirement for Programmes relating to National Security, National Identity and the National Security Law (NSL) on Television and Radio

5. Stipulate explicitly that the impartiality requirement is not applicable to the programmes on national education, national identity and the correct understanding of the NSL¹.

Applicability of the CoPs to Programmes/Channels Acquired from Reputable Sources on the Mainland for Direct Re-transmission on Television and Radio

6. Subject to meeting prescribed conditions, exempt programmes/channels acquired from reputable sources on the Mainland for direct re-transmission from complying with the CoPs.

¹ Following the completion of the mid-term review of the domestic free television programme service (free TV) licences and sound broadcasting licences in February 2023, free TV and sound broadcasting licensees were directed by the CA to broadcast no less than 30 minutes of programmes on national education, national identity and the correct understanding of the NSL per week, for the fulfilment of the positive programme requirements.

Claims relating to Nutrition or Dietary Effect of Products and Services on Television and Radio

7. Remove the requirements governing the appearance of the person giving testimonials in an advertisement related to weight loss or reduction of body fat.

Repeat of Children's Programmes on Free TV

8. Relax the limits on repeats of children's programme for fulfilling the relevant programme requirement for free TV so that the same programme may be broadcast for up to four times within any period of 24 months.

Classification of Promotional Material on Free TV

9. Remove the requirement for free TV licensees to provide classification symbols in programme promos.

Factual Claims Substantiated by Research/Testing in Television Advertising

10. Allow television broadcasters to choose to use Quick Response codes in advertisements for providing access to detailed information on products/services for substantiation of factual claims.

Advisory Message Requirement for Real Property Advertisements on Radio

11. Allow radio broadcasters to use a shorter aural message for the real property advertisements.