

**The Communications Authority's Decisions to
Revise the Television and Radio Codes of Practice (CoPs)**

Programme Sponsorship and Indirect Advertising on Television and Radio

1. Regulation of sponsor identifications within television programmes:
 - Replace the detailed prescriptions of sponsor identifications within television programmes by general and overarching principles.
 - All sponsor identifications should be subject to the same set of general principles and the distinction between sports and non-sports programmes as well as between live and non-live events should be removed.
 - Expand the scope of sponsorship identifications from sponsor name, trade mark/logo, advertising slogan and attributes, etc., to include product image, virtual products as well as Quick Response (QR) codes.
2. Maintain tighter control over sponsorship for children's programmes, with minor relaxation with regard to sponsorship identifications by allowing the inclusion of attributes and advertising slogans of sponsors in front/end credits and title sponsorship.
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 and that sponsorship acknowledgements should be inserted at appropriate intervals to inform listeners that the commercial references in the programme are sponsored.

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

5. Clarify in the CoPs that the impartiality requirement does not apply to programmes on national education, national identity and the correct understanding of the NSL.

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, generally exempt the programmes/channels acquired from reputable sources on the Mainland for direct re-transmission¹ from complying with the CoPs.

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

7. Remove the provisions 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 Domestic Free Television Programme Service (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 not be shown more than four times within any period of 24 months.

Classification of Promotional Material on Television

9. Remove the requirement to carry appropriate classification symbols or advisory or cautionary announcement in the promotional material on television.

¹ Including delayed transmission or subsequent repeated broadcast.

Factual Claims Substantiated by Research/Testing in Television Advertising

10. Allow television broadcasters to use QR code as an alternative method of providing access to information on products/services in advertisements where substantiation of factual claims is required.

Advisory Message Requirement for Real Property Advertisements on Radio

11. Retain the advisory message requirement for real property advertisements but allow a concise version of the message for use on radio.

National Security Related Requirements on Television and Radio

12. Stipulate clearly in the CoPs that all broadcasting licensees are required to comply with the specific requirements to safeguard national security in broadcasting their programmes.

Other Refinements/Updates

13. Opportunity is taken to make some minor and consequential amendments and updating to the CoPs (such as references to the relevant legislation and regulations other than those under the purview of the CA).