

# **BCI ADVERTISING AND TEleshopping DAILY AND HOURLY LIMITS**

## **1. Introduction**

**Section 19(3) of the Broadcasting Act, 2001**, requires the Commission to make rules in respect of:-

*“(a) The total daily times that shall be allowed for the transmission of advertisements and teleshopping material on a broadcasting service or sound broadcasting service, being a service which consists of a compilation of programme material supplied pursuant to a contract entered into under this Act or the Act of 1988, and*

*(b) The maximum period that shall be allowed in any given hour for the transmission of advertisements and teleshopping material on such a broadcasting service or sound broadcasting service,*

*And, the Commission may make different such rules with respect to different classes of broadcasting service or sound broadcasting service”.*

The ***BCI Advertising and Teleshopping Daily and Hourly Limits*** have been developed in accordance with this statutory obligation.

## **2. Jurisdiction**

The ***BCI Advertising and Teleshopping Daily and Hourly Limits*** apply to broadcasters within the jurisdiction of the Republic of Ireland or those who make use of a frequency or satellite capacity or uplink situated in the Republic of Ireland. In practical terms, the rules apply to services licensed further to the Radio and Television Act, 1988, and the Broadcasting Act, 2001.

The rules do not apply to services provided by the public service broadcasters RTÉ or to TG4 nor do they apply to other services commonly received in this country licensed in the United Kingdom or in other jurisdictions.

## **3. Definitions**

### **Advertising**

Any form of announcement broadcast whether in return for payment or for similar consideration or broadcast for self-promotional purposes by a public or private undertaking or natural person in connection with a trade, business, craft or profession in order to promote the supply of goods or services, including immovable property, rights and obligations, in return for payment

## **Teleshopping**

A direct offer broadcast to the public with a view to the supply of goods or services, including immovable property, rights and obligations, in return for payment.

## **4. Rules**

### **1. Commercial Radio and Television Broadcasters**

#### **1.1 Advertising**

The total daily times for broadcasting advertisements shall not exceed a maximum of 15 per cent of the total daily broadcasting time and the maximum time to be given to advertisements in any clock hour shall not exceed a maximum of ten minutes.

#### **1.2 Teleshopping**

Advertising segments devoted to teleshopping by a channel not exclusively devoted to teleshopping shall be of a minimum duration of 15 minutes. The maximum number of segments per day shall be eight. The total daily time permitted for teleshopping on a channel not exclusively devoted to teleshopping shall be 3 hours. These limits shall not apply to channels exclusively devoted to teleshopping.

### **2. Community Radio and Television Broadcasters**

#### **2.1 Advertising**

The maximum time to be given to advertisements in any clock hour shall not exceed a maximum of six minutes.

#### **2.2 Teleshopping**

Advertising segments devoted to teleshopping by a channel not exclusively devoted to teleshopping shall be of a minimum duration of 15 minutes. The maximum number of segments per day shall be eight. The total daily time permitted for teleshopping on a channel not exclusively devoted to teleshopping shall be 3 hours. These limits shall not apply to channels exclusively devoted to teleshopping.

### **3. Institutional and Special Event Broadcasters**

Broadcasters licensed further to Section 8 of the Radio and Television Act, 1988 (as amended by the Broadcasting Act, 2001) may not carry advertising.

# TEORAINNEACHA LAETHÚLA AGUS IN AGHAIDH NA HUAIRE FÓGRAÍOCHTA AGUS TEILISIOPADÓIREACHTA BCI

## 1. Réamhrá

Éilíonn **Alt 19(3) den Acht Craolacháin, 2001**, ar an gCoimisiún rialacha a cheapadh maidir le:-

*“(a) The total daily times that shall be allowed for the transmission of advertisements and teleshopping material on a broadcasting service or sound broadcasting service, being a service which consists of a compilation of programme material supplied pursuant to a contract entered into under this Act or the Act of 1988, and*

*(b) The maximum period that shall be allowed in any given hour for the transmission of advertisements and teleshopping material on such a broadcasting service or sound broadcasting service,*

*And, the Commission may make different such rules with respect to different classes of broadcasting service or sound broadcasting service”.*

*(Níl an tiontú oifigiúil den Acht seo ar fáil)*

Forbraíodh *Teorainneacha Laethúla agus in Aghaidh na hUaire Fógraíochta agus Teilisiopadóireachta BCI* de réir na hoibligeáide reachtúla sin.

## 2. Dlíne

Beidh feidhm ag *Teorainneacha Laethúla agus in Aghaidh na hUaire Fógraíochta agus Teilisiopadóireachta BCI* i dtaobh craoltóirí laistigh de dhlínse Phoblacht na hÉireann nó ina dtaobh siúd a bhaineann feidhm as minicíocht nó acmhainn saithilíte nó uasnasc atá suite i bPoblacht na hÉireann. Go praiticiúil, beidh feidhm ag na rialacha seo maidir le seirbhísí ceadúnaithe de réir an Achta Raidió agus Teilifíse, 1988, agus de réir an Achta Craolacháin, 2001.

Ní bheidh feidhm ag na rialacha seo i dtaobh seirbhísí a sholáthraíonn na craoltóirí seirbhíse poiblí RTÉ agus TG4 nó i dtaobh seirbhísí eile a fhaightear go coitianta sa tír seo atá ceadúnaithe sa Ríocht Aontaithe nó i ndlíne eile.

## 3. Sainmhíthe

### **Fógraíocht**

Aon chineál fógrán a chraoltar bíodh sé sin ar son íocaíochta nó ar son aon chomaoin eile nó craolta ag tionscnamh poiblí nó príobháideach nó ag duine nádúrtha chun iad féin a chur chun cinn maidir le trádáil, gnó, ceird nó gairm chun soláthar earraí nó seirbhísí, lena n-áirítear réadmhaoín, cearta agus oibligeáidí, ar son íocaíochta.

## **Teilisiopadóireacht**

Tairiscint díreach a chraoltar don phobal le haghaidh earraí agus seirbhísí, lena n-áirítear réadmhaoin, cearta agus oibligeáidí, ar son íocaíochta.

## **4. Rialacha**

### **1. Craoltóirí Teilifíse agus Raidió Tráchtála**

#### **1.1 Fógraíocht**

Ní sháróidh iomlán na n-uaireanta sa lá le haghaidh fógráin a chraoladh uasmhéid de 15 faoin gcéad d'iomlán na n-uaireanta craolacháin sa lá agus ní sháróidh an t-uasmhéid ama a thugtar d'fhógráin in aon uair an chloig áirithe uasmhéid de dheich nóiméad.

#### **1.2 Teilisiopadóireacht**

Beidh íosmhéid ama de 15 nóiméad ag na míreanna fógraíochta teilisiopadóireachta a chraolann cainéal nach bhfuil dírithe go heisiatach ar an dteilisiopadóireacht. Ocht mír fógraíochta a bheidh mar uasmhéid míreanna in aon lá amháin. Beidh 3 uair an chloig mar mhóriomlán ar an méid ama a cheadófar le haghaidh teilisiopadóireachta do chainéal nach bhfuil dírithe go heisiatach ar an dteilisiopadóireacht. Ní bhainfidh na teorainneacha sin le cainéil atá dírithe go heisiatach ar an dteilisiopadóireacht.

### **2. Craoltóirí Teilifíse agus Raidió Pobail**

#### **2.1 Fógraíocht**

Ní sháróidh an t-uasmhéid ama a thugtar d'fhógráin in aon uair an chloig áirithe sé nóiméad mar uasmhéid.

#### **2.2 Teilisiopadóireacht**

Beidh íosmhéid ama de 15 nóiméad ag na míreanna fógraíochta teilisiopadóireachta a chraolann cainéal nach bhfuil dírithe go heisiatach ar an dteilisiopadóireacht. Ocht mír fógraíochta a bheidh mar uasmhéid míreanna in aon lá amháin. Beidh 3 uair an chloig mar mhóriomlán ar an méid ama a cheadófar le haghaidh teilisiopadóireachta do chainéal nach bhfuil dírithe go heisiatach ar an dteilisiopadóireacht. Ní bhainfidh na teorainneacha sin le cainéil atá dírithe go heisiatach ar an dteilisiopadóireacht.

### **3. Craoltóirí le haghaidh Ócáidí Speisialta agus Craoltóirí Institiúide**

Níl sé ceadaithe do chraoltóirí atá ceadúnaithe de réir Ailt 8 den Acht Raidió agus Teilifíse, 1988 (mar atá leasaithe ag an Acht Craolacháin, 2001) fógraíocht a chraoladh.