

G-Regs™

France – CSA Product Placement



Full title: **Decision of 16 February 2010 by the French Audiovisual Authority CSA on product placement , Article III (V)** (*Délibération du 16 février 2010 relative au placement de produit dans les programmes des services de télévision*)

<http://www.csa.fr/Espace-juridique/Deliberations-et-recommandations-du-CSA/Recommandations-et-deliberations-du-CSA-relatives-a-d-autres-sujets/Deliberation-du-16-fevrier-2010-relative-au-placement-de-produit-dans-les-programmes-des-services-de-television/>

Title of relevant section: Article III

Clause: **III. - Compliance with the general rules for all audiovisual commercial advertising**

The placement of a product must comply with all the general rules for all audiovisual advertising as stated in Article 3 (6) of the European Directive [2007/65/EC](#). These are rules with ethical content covering: objectives of general interest, standards for the identification of commercial advertising, and also prohibitions laid down for public health reasons.

V. Products and services for which (product) placement is not allowed

Product placement of the following products is not permitted:

- Drinks with above 1.2 ° alcohol content;
 - Tobacco, tobacco products and ingredients [non-tobacco but used for manufacturing tobacco-containing products] defined in Article L.3511 of the Public Health Code;
 - Medicines in the meaning of Article L 5111-1 of the Public Health Code, whether or not issued under a doctor's prescription;
 - Firearms and ammunition, except on television programmes in the way prescribed in Article 5 of Decree 85-1305 of 9 December 1985;
 - Baby food preparations in the meaning of Article L.121-50 of the Consumer Code. No product or service of a programme sponsor may placed during this programme
-

URL of source: <http://www.csa.fr/Espace-juridique/Deliberations-et-recommandations-du-CSA/Recommandations-et-deliberations-du-CSA-relatives-a-d-autres-sujets/Deliberation-du-16-fevrier-2010-relative-au-placement-de-produit-dans-les-programmes-des-services-de-television/>