

Full title of law or regulation	Broadcasting Act of December 29, 1992 as amended by Act of 25th March, 2011 (in force 23/05/2011) and by the Act of 12th October 2012 (in force 28/02/2013) – both of which implemented the provisions of the Audiovisual Media Services Directive (2010/13/EU):  <a href="http://www.krrit.gov.pl/Data/Files/_public/Portals/0/angielska/Documents/Regulations/broadcasting_act_28022013.pdf">http://www.krrit.gov.pl/Data/Files/_public/Portals/0/angielska/Documents/Regulations/broadcasting_act_28022013.pdf</a>
Title of relevant section	III: Radio and TV Programme Services VIa: On-demand audiovisual media services
Clauses	<p data-bbox="475 593 1294 618"><b>Advertising and Teleshopping (Art.16, 16a-c Broadcasting Act, Chapter III)</b></p> <ul data-bbox="533 640 1477 1155" style="list-style-type: none"> <li>• Commercial communications must be readily recognisable;</li> <li>• Advertising and teleshopping must be distinguishable from editorial content;</li> <li>• Advertising and teleshopping must be kept quite distinct from other parts of the programme service by optical, acoustic or spatial means;</li> <li>• Advertising and teleshopping must not exceed 12 mins in any given clock hour;</li> <li>• Teleshopping windows must be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes. The limit set out above will not apply to such windows;</li> <li>• Under Article 16(7), the National Broadcasting Council shall determine by Regulation the manner in which advertising and teleshopping activities may be conducted in radio and TV programme services, as linked below;</li> <li>• Regulation of the National Broadcasting Council of 30 June 2011 concerning principles of advertising and teleshopping in radio and television programme services here: <a href="http://www.krrit.gov.pl/Data/Files/_public/pliki/regulations/30-june-2011-rekl.pdf">http://www.krrit.gov.pl/Data/Files/_public/pliki/regulations/30-june-2011-rekl.pdf</a></li> </ul> <p data-bbox="475 1196 596 1220"><b>Article 16a</b></p> <ul data-bbox="533 1227 1477 1899" style="list-style-type: none"> <li>• Advertising and teleshopping inserted during programmes must not prejudice the integrity of the programmes, taking into account natural breaks in and the duration and the nature of the programme concerned, and the rights of the right holders;</li> <li>• During coverage of sports events containing mandated intervals &amp; other events with intervals, advertising/teleshopping must only be inserted in those intervals;</li> <li>• Films made for television, excluding series, serials and documentaries, and cinematographic works may be interrupted by advertising or teleshopping once for each scheduled period of full 45 minutes;</li> <li>• Programmes other than those relating to coverage of sports events may be interrupted by advertising or teleshopping if a period of at least 20 minutes, in a television programme service, and at least 10 minutes, in a radio programme service, has elapsed between each successive break in the programme;</li> <li>• Any advertising or teleshopping inserted during a programme will be deemed interruption of a programme;</li> <li>• The following must not be interrupted by advertising or teleshopping: <ul data-bbox="571 1753 1461 1899" style="list-style-type: none"> <li>- News programmes</li> <li>- Programmes with a religious content</li> <li>- Commentaries &amp; documentaries, duration of which is less than 30 minutes</li> <li>- Children’s programmes</li> </ul> </li> </ul> <p data-bbox="571 1935 879 1960"><u>Public Radio and TV service</u></p> <ul data-bbox="533 1966 1477 2058" style="list-style-type: none"> <li>• Programmes in a public radio and television programme service, with the exception of programmes covering sports events (2nd bullet point above), must not be interrupted by advertising or teleshopping</li> </ul>