

**G-Regs™**

## UK: Communications Act 2003



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<b>Law:</b>	Communications Act 2003
<b>Context:</b>	The Communications Act incorporates the AVMS Directive 2007/65/EC (2010/13/EC Codified version) following amendments in the form of Audio Media Services Regulations 2009 (AMSR) which inserted VOD provisions (Part 4A; ss368A – R); The Audiovisual Media Services Regulations 2010 which amended and supplemented AMSR 2009; and The Audiovisual Media Services (Product Placement) Regulations 2010 which inserted Schedule 11A regarding restrictions on product placement, in addition to further minor amendments to AMSR 2009.
<b>Key links:</b>	Unconsolidated Text: <a href="http://www.legislation.gov.uk/ukpga/2003/21/contents">http://www.legislation.gov.uk/ukpga/2003/21/contents</a> AMSR 2009: Part 4A: <a href="http://www.legislation.gov.uk/uksi/2009/2979/regulation/2/made">http://www.legislation.gov.uk/uksi/2009/2979/regulation/2/made</a> AMSR 2010: <a href="http://www.legislation.gov.uk/uksi/2010/419/contents/made">http://www.legislation.gov.uk/uksi/2010/419/contents/made</a> AMS (PP) R 2010: Sch. 11A: <a href="http://www.legislation.gov.uk/uksi/2010/831/regulation/9/made">http://www.legislation.gov.uk/uksi/2010/831/regulation/9/made</a>
<b>Comment:</b>	The Act confers powers on Ofcom to set, and from time to time to review and revise codes containing such standards for the content of programmes to be included in TV and radio services as appear to Ofcom to be best calculated to secure the standards objectives (as listed in Art 319(2)). Commercial references are accounted for in the form of the Ofcom Broadcasting Code (ss 9 and 10) and the BCAP Code which provides rules on the content of all television advertisements broadcast by channels and stations licensed by Ofcom, as well as advertisements on interactive television services, television shopping channels and televisual text services. The rules for on-demand programme services are also included within new Part 4a of the Communications Act as inserted by Regulation 2 of the AMSR 2009. Rules and guidance drawn from the provisions within Part 4A can be found in the form of the ATVOD Guidance (in particular, product placement and sponsorship) and the CAP Code (Appendix II - advertising).

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