

NOTE

Product placement in German TV broadcasting

Articles 7 (7), 15, 44 RStV [DE](#) / [EN](#)

The Media Authorities TV Guidelines [DE](#) / [EN](#) (Sect. 4) for commercial broadcasting and the ARD/ ZDF Guidelines [DE](#) / [EN](#) Sect. 9 (4) for public service broadcasting

Key clauses

- Product placement is permitted in broadcasting (Art. 15 & 44 RStV):
 1. In cinematographic works (feature films), TV films and series, sports programmes and light entertainment programmes, unless they are children's programmes in which case product placement is not permitted, or
 2. Where there is no payment, but only the provision of specific goods or services free of charge such as production props and prizes with a view to their inclusion in a programme, unless the programmes concerned are news programmes, current affairs programmes, advice and consumer programmes, programmes for children or religious broadcasts
 - The provision of goods or services free of charge shall be deemed to constitute product placement if said goods or services are of significant value (defined as 1% of production cost; see TV Guidelines Section 4 (3) (Art. 2 (2) No. 11 RStV (definition of pp)
 - Product placement must also meet the following requirements (Art. 7 (7) RStV)
 1. Editorial responsibility and independence concerning content and scheduling must not be prejudiced
 2. The product placement must not directly encourage the purchase, rental or lease of goods or services, in particular by making special promotional references to such goods or services, and
 3. The product must not be unduly prominently placed; this shall also apply to goods of minor value provided free of charge
 - Must be announced at the start and the end of the programme, and on resumption after ad breaks, by showing for at least 3 seconds the ["P"](#) which is the commonly agreed product placement representation (The Media Authorities' TV Guidelines, Section 4; Sect. 9 (4) ZDF/ARD TV Guidelines)
 - This must be followed by an explanatory message such as *'Unterstützt durch Produktplatzierungen'* Supported by product placement (The Media Authorities' TV Guidelines, Section 4; Sect. 9 (4) ZDF/ARD TV Guidelines)
 - For ARD/ZDF - In the case of unpaid production aid the PP logo is followed by the message: supported by production aid (*'unterstützt durch Produktionshilfe'*)
 - For commercial broadcasting, reference to the product placer can be made before the beginning and/ or after the end of the transmission. The additional insertion of a brand logo is possible. Further references in Teletext and/ or on the Internet are permissible (The Media Authorities' TV Guidelines, Section 4)
 - For public service broadcasters ARD/ ZRD, crediting the product placer can be done in writing at the end of the programme. The insertion of brand logos is not permitted (Art. 9(4) ARD/ ZDF TV Guidelines)
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