

G-Regs™

France - Private Radio Sponsorship



Full title: Decree No: 87-239 of 6th April 1987 (made for the purposes of s27-1 of Law No 86-1067 of 30th Sept 1986) on the freedom of communication and settings for private radio broadcasting services available on terrestrial or satellite relating to advertising and sponsorship.

Consolidated version: January 18th 1989

Title of relevant section: TITLE II: PROVISIONS CONCERNING SPONSORED PROGRAMMES

Article 9 Public or private companies wanting to finance programmes in order to promote their image, their business or their achievements may do so provided that the service retains full control over the programming of these broadcasts.

Mention of the name, legal name or corporate name of the company and a reference to any distinctive images or signs that are normally associated with it may briefly appear from time to time during the broadcast programmes.
