

GUIDELINES FOR THE ACCEPTANCE ON RTÉ BROADCASTING SERVICES OF ADVERTISING FOR COMPETING RADIO AND TELEVISION SERVICES



General

RTÉ is committed to observing the principle of fair competition within the broadcast market in Ireland. RTÉ will accept advertising for competing radio and television broadcasting services on both radio and television in accordance with the guidelines set out below. These represent the present advertising guidelines and may be subject to change. Final decision on the acceptability of advertising copy, as in all cases, rests with RTÉ.

Television Advertising

Advertisements for competing Television Services, on RTÉ Television, must:

1. Be generic in nature referring in general terms to the television service.
2. They should not refer to specific programmes or events, dates, days, times of transmission of any programme or to specific presenters or station personalities. The inclusion of a visual on-screen super with the programme/movie title shall not breach this guideline provided the programme is not also being, or planned to be, transmitted by RTÉ. However, no audio mentions of programmes/movie titles are permitted.
3. Advertisements should not implicitly, or explicitly, either denigrate or claim superiority over any other broadcasting service nor should they exhort viewers to switch television channels.
4. Advertisements taking the form of full or partial programme schedules for any particular day or period of days will not be acceptable.

Advertisements for competing Radio Services, on RTÉ Television, must:

1. Not be perceived as providing full or partial programme schedules, but may mention specific programmes.
2. Any mention of dates or times is prohibited.
3. Advertisements should not implicitly, or explicitly, either denigrate or claim superiority over any other broadcasting service nor should they exhort viewers to switch radio channels.

Radio Advertising

Advertisements for competing Radio Services, on RTÉ Radio, must:

1. Be generic in nature referring in general terms to the radio service.
2. They should not refer to specific programmes or events, dates, days, times of transmission of any programme or to specific presenters or station personalities.
3. Advertisements should not implicitly, or explicitly, either denigrate or claim superiority over any other broadcasting service nor should they exhort listeners to switch radio channels.
4. Advertisements taking the form of full or partial programme schedules for any particular day or period of days will not be acceptable.

Advertisements for competing Television Services, on RTÉ Radio, must:

1. Not be perceived as providing full or partial programme schedules, but may mention specific programmes.
2. Any mention of dates or times is prohibited.
3. Advertisements should not implicitly, or explicitly, either denigrate or claim superiority over any other broadcasting service nor should they exhort listeners to switch television channels.