

Policy on Product Integrations in Programs

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<http://www.moc.gov.il/new/hebrew/index.html>

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Differences between CCSB regulations and proposed amendments for TWF

Genres in which product integrations are forbidden



- News and current affairs;
- Documentaries;
- Children.



- News and current affairs;
- Documentaries;
- Children (14 and under);
- Drama (telenovela excluded);
- Satire on social or political issues;
- Consumers;
- Journalistic;
- Programs that are shorter than 5 minutes (video clips excluded).

Notification Mechanism



At least once, at the beginning



- Beginning;
- End;
- Every 30 minutes
- Slide+voice;
- Public announcements creating public awareness.

Mechanisms for preventing commercial influence on content



- Scheduling and content may not be influenced in such a way as to affect the responsibility and editorial independence of the media service provider;
- Directly encouraging the purchase or rental of goods or services



- Producers will maintain editorial decisions;
- Exposure of commercial elements when editorially justified;
- Limitations of undue prominence;
- Encouraging viewers to buy the products- not allowed;
- Producers' program statute establishing separation between employees responsible for production and sponsoring body.

Thank You