

BIRD & BIRD

**THE EVOLUTION OF NEW ADVERTISING
TECHNIQUES**

NORWAY

NORWAY

- SUMMARY -

**This summary has been drafted by Bird & Bird Brussels
on the basis of the national report**

Television

The Norwegian audiovisual legislation is the Act regarding the broadcasting of 1992.

1. Definitions

- **Advertising:**

There is no specific definition of television advertising. There is a general definition of advertising defined as *“any form of promotion of a product, service, cause or idea in return for payment or any other form of remuneration. Any form of announcement on television whose purpose is to promote the broadcaster’s own activity is also considered as advertising”*.

- **Sponsoring:**

According to the Act regarding Broadcasting, sponsorship is defined as “any direct or indirect contribution made to the production or transmission of one or more programmes by a natural or legal person not personally engaged in the production or broadcasting of such programmes”. The definition is broader than the one given in the directive TVWF.

- **Teleshopping:**

There is no specific definition of the teleshopping. Teleshopping is however considered to be included in the general definition of advertising.

2. Advertising

a) **Rules on insertion in and between programmes**

In general, advertising is inserted between the programmes. Advertising may however be inserted in the programmes provided the following conditions, which are stricter than the ones given in the directive TVWF.

For example, the transmission of audiovisual works such as films and films made for television (including programmes and series based on fiction), may be interrupted by advertising provided that the duration of the interruption last more than 20 minutes.

In programmes such as transmissions of theatre and concert events, advertising shall only be inserted natural breaks. The same apply for sports events and other programmes consisting of autonomous parts, provided that autonomous parts last for at least 20 minutes.

It is not allowed to insert advertising in children’s programmes.

b) Rules on the maximum amount of advertising

The provisions laid down in the Norwegian Broadcasting act are the same as the ones of the directive TVWF (the transmission time for advertising spots shall not exceed 15% of the daily transmission time. The proportion of advertising spot within a given clock hour shall not exceed 20%.

3. Tele-shopping

➤ Rules on insertion in and between programmes

Norwegian law does not distinguish between teleshopping spots and teleshopping programmes. Teleshopping is as such considered as advertising and will therefore respect the general rules on advertising.

➤ Rules on the maximum amount of teleshopping

There is only one provision on duration of teleshopping: teleshopping or similar offers of sales, purchases or hire of products or services directed to the viewers shall according to the Broadcasting Act altogether not exceed one hour of the daily transmission time, and this time is calculated in the transmission time for the advertising spots. This rule is stricter than the one provided in the directive TVWF where transmission time for teleshopping comes in addition to transmission time for advertising spots.

4. Sponsoring

Regarding the content of the sponsoring, the Norwegian provisions are the same as the one of the directive TVWF. The sponsor may only be identified verbally and/or by a stationary image of the sponsor's name, trademark and logo. The identification may not be accompanied by moving images, slogans, statements or such event though this is a part of the sponsor's trademark or logo. This provision does not exist in the Directive TVWF.

The sponsor may not be identified in the programme, in previews of the programmes or during the programme (// article 17 of directive TVWF). The identification of a sponsor may last for 10 seconds. If there are three or more sponsors for a programme, the identification of the sponsors may last for 30 seconds in total. This provision is stricter than the ones set out in the Directive TVWF.

5. Product placement – Surreptitious advertising

The Norwegian Broadcasting Act provides that products and/or services cannot be spoken of and/or shown in a promotional manner in broadcasting programmes. There are special rules for the presentation of products as a price offered in a programme.

6. New advertising techniques

a) Split screen technique

Is not used in Norway and there is no specific legislation regarding this technique.

b) Virtual advertising

Is not used in Norway and there is no specific legislation regarding this technique.

c) Interactive advertising.

Is only used as a special kind of advertising during commercial breaks on television. This form of advertising is subject to the same regulation as advertising in television in general.

Radio

Advertising on radio is subject to the same regulation as advertising on television, except for some rules that apply only to television.

Contrary to the television regulation, it is not necessary to broadcast all the advertising in blocks between the programmes. Advertising on radio may interrupt news and current affairs and religious programmes.

Internet and mobile phone

There are no specific regulations or self-regulation on advertising, sponsoring or sales offers on the Internet. The general rules will therefore apply.

There are no specific regulations or self-regulations on advertising, sponsoring or sales offers by mobile phone. Consumers may register themselves in a certain register to avoid phone calls.

NORWAY

- REPORT -

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TELEVISION

I. Advertising

A. General regulation

1. General law on consumer protection containing rules on advertising applicable to all media

The Act relating to control of marketing and contract terms and conditions 1972 ("Lov om kontroll med markedsføring 1972", "markedsføringsloven", hereinafter referred to as M) is generally applicable on advertising in television programmes. This act contains provisions regarding unfair competition, such as misleading advertising, provisions to avoid discrimination of sex etc. The provisions set out in this act are applicable to all media.

2. Specific audiovisual regulation

Specific audiovisual regulation is set out in Act relating to broadcasting ("Lov om kringkasting 1992", hereinafter referred to as BA) and Regulation relating to broadcasting (Forskrift om kringkasting, hereinafter referred to as R).

a) Definitions

"Television broadcasting" is covered by the general definition of "broadcasting", see BA section 1-1. The definition does not include the wording "the communication of programmes between undertakings with the view to their being relayed to the public" (art. 1 a Directive). The Broadcasting Act does not regulate telecommunications and computer services (section 1-2 (4)).

"broadcaster" is defined according to art. 1 b Directive (BA section 1-1 (3)).

"television advertising" is not specifically defined; the BA section 1-1 (4) contains a broad definition of "advertising" in general, applicable to any kind of broadcasting, and thus covering television advertising. "Advertising" or "advertisement" is in BA section 1-1 (4) defined as any form of promotion of a product, service, cause or idea in return for payment or any other form of remuneration. Any form of announcement on television whose purpose is to promote the broadcaster's own activity is also "advertising" or "advertisements".

"surreptitious advertising" is not defined in the BA.

"sponsorship" is defined in BA section 1-1 (5), though in a more general form than the definition set out in the Directive. The definition is given in III.A.2.a.

"teleshopping" is not defined in the Act relating to broadcasting, or in the Regulation relating to broadcasting. Teleshopping is however considered as "advertising" as it is defined in BA section 1-1.

b) Authorisation to distribute advertising

According to BA section 6-4 the Norwegian Broadcasting Corporation is not authorised to finance its activities by advertising, except from some limited form of sponsorship. Other broadcasters need a licence to broadcast at all, cf. BA section 2-1 (1), and will through this have authorisation to distribute advertisements in accordance with the rules set for advertisements in television.

c) General rules on the content of TV advertising

The BA does not contain similar provisions as art. 12 Directive except from the general prohibition of advertising of religious or other views of life, and political ends in BA section 3-3 (3). This prohibition also applies for text-television. Other legislation, i.e. criminal law and Act relating to control of marketing and contract terms and conditions, includes general rules which also apply to TV advertising.

Directive art. 16 is related to BA section 3-1 (2) and R section 3-6, which contains rules more severe than the directive, as it according to Norwegian law is prohibited to broadcast advertisements as such 10 minutes before and 10 minutes after children's programmes, and also in general prohibited to broadcast advertisements that specifically target children.

d) Rules on duration of advertising and insertion in or between programmes

➤ **Identification of advertising**

BA section 3-2 (1) is in accordance with art. 10 (1) and (2) Directive.

➤ **Insertion between programmes**

BA section 3-2 (1) contains the general principle in art. 11 (1) Directive requiring advertising to be inserted between programmes.

➤ **Insertion during programmes**

With regard to insertion during programmes, R section 3-7 contains rules more severe than art. 11 Directive.

If a feature film or film made for television – including programmes and series based on fiction – is interrupted, advertisements may be broadcasted during one of the interruptions if the interruption lasts more than 20 minutes.

R section 3-7 (3) states that during transmissions of theatre and concert events advertisements can only be inserted in natural breaks in the event. The same applies for sports events and other programmes consisting of autonomous parts, provided the autonomous parts lasts for at least 20 minutes.

Other programmes (than sports events, theatre plays, concerts, feature films and films made for television) can be interrupted by advertisements if the programme lasts for 45 minutes or more, and each part of the programme lasts 20 minutes or more, cf. R section 3-7 (4).

➤ **Prohibition to insert advertising**

According to R section 3-7 (1) it is prohibited to insert advertising in any broadcast of religious service, news and current affairs programmes and documentaries. According to R section 3-6 (4) and an interpretation of this rule it is prohibited to insert advertising in children's programmes. These rules are more severe than the Directive.

➤ **Duration**

With regard to duration, the provisions laid down in R section 3-1 equal art. 18 Directive as transmission time for advertising spots shall not exceed 15% of the daily transmission time, and no more than 20% per clock hour. Teleshopping or similar offers of sales, purchases or hire of products or services directed to the viewers shall according to R section 3-1 altogether not exceed one hour of the daily transmission time, and this time is calculated in the transmission time for advertising spots. This rule is more severe than Directive art. 18 and 18a where transmission time for teleshopping comes in addition to transmission time for advertising spots.

When calculating the duration of advertisements, the same rules apply as stated in Directive art 18 paragraph 3, cf. BA section 3-1 (5).

e) **Surreptitious advertising**

Surreptitious advertising is forbidden according to the provisions in BA section 3-2 (1) and R section 3-4 (3) and (4).

f) **Other**

According to R section 3-2, advertising is required to be in Norwegian language or in other languages used in programmes produced by the broadcaster. According to R section 3-3 advertising is prohibited on specific religious holidays.

Advertisements where persons who on a regular basis appear in a news or current affair programme or weather report for a television broadcaster are taking part is not allowed to be broadcasted, cf. R section 3-8.

B. Regulation for Specific Products

In addition to the products mentioned below, the R sec. 3-4 states that it is prohibited to advertise for weapons, models of weapons and pop guns.

1. **Alcohol**

Advertising related to alcohol is generally forbidden, see Act on the sale of alcoholic beverages (Lov om omsetning av alkoholholdig drikk m.v. 2. juni 1989 nr. 27) section 9-2. It is prohibited to include alcoholic beverage products in advertisements for other goods or services. This provision is generally subject to a rather strict interpretation in favour of the authorities, and contains rules more severe than the Directive art. 15.

As an example, see the decision from the Norwegian Supreme Court (Høyesterett) from 1999 (published in Norsk Retstidende 2000 page 46). A football team which was sponsored by a local brewery, and thus had the logo of the brewery on their sports clothes, were found to violate said provision, even though the brewery also produced non alcoholic drinks.

Advertising in newspapers, magazines and the like, in shop window displays or by other means, of apparatus - including parts and equipment - intended for or found to be expedient for the production or redistillation of spirit for industrial purposes, spirits for consumption or isopropanol, is prohibited, see section 9-1 (1).

It is also prohibited to encourage through books, other written material, advertisements in the press or by other means, to unlawful production or redistillation of spirit for industrial purposes etc., spirits for consumption or isopropanol, and give guidance to such production or redistillation, cf. section 9-1 (2).

Furthermore, the advertising of substances that are specially intended to be, or which are described in advertisements as being suitable as, additives to alcoholic beverages, shall be prohibited. The same applies to the advertising of raw materials, to instructions for making alcoholic beverages, to apparatus and to other items used in the production of such beverages, section 9-1(2).

2. Tobacco

According to Act relating to prevention of the harmful effects of tobacco, 1973 (Lov om vern mot tobakkskader av 9. mars 1973 nr. 14) section 2, all forms of advertising of tobacco products are prohibited, not only limited to television advertising and teleshopping as set out in article 13 Directive. The same applies to pipes, cigarette paper and cigarette rollers. Tobacco products must not be included in the advertising of other goods or services, cf. section 2, (2), rule more severe than art. 13 Directive.

A brand name or trade mark that is mainly familiar as a brand or mark for tobacco products may not be used in the advertising of other goods or services if the name or mark in question is used in connection with a tobacco product. Tobacco products may not be launched with the aid of a brand name or a trademark that is familiar as, or used as, brand or mark for other goods or services. Free distribution of tobacco products is prohibited, section 2 (5).

3. Medicines

The Act relating to medicine (Lov om legemidler m.v.) contains general provisions regarding advertising for medicines, see section 19, 20 and 21. Generally, advertising of medicines shall be sober and true, section 19 (1).

According to Regulation regarding advertising of medicines section 5, advertising of medicines is generally allowed only for medicines which is not obtainable only on prescription. Such advertising is restricted to medicines that exclusively are recommended for sickness or symptoms of sickness that normally not require examination or treatment by professional medical expertise.

4. Cars

Advertising of cars is not subject to specific regulations.

5. Media

Advertising of media is not subject to specific regulations.

6. Religions, politics and parties, social issues and groups.

According to BA section 3-1 (3), television advertising of view of life or political messages is prohibited. This rule is more severe than art. 12 (c) Directive.

C. Self-Regulation

The only relevant self-regulation is the so-called "Vær varsom-plakaten" established by Norske Reklamebyråers Forening (The Norwegian Public Relation Association).

This is a set of ethical standards, set to ensure the quality and ethical standards of the advertising industry. It contains directions regarding integrity, responsibility and contents/shaping of advertisements.

II. Tele-shopping

A. General regulation

1. General law on consumer protection containing rules on distance sale, applicable to all media

Subsequent to the Directive 97/7/EC on the protection of consumers in respect of distance contracts was passed by the European Parliament and by the Council, the Norwegian Parliament passed a new act relating to distance contracts etc. (Lov om opplysningsplikt og angrerett m.v. ved fjernsalg og salg utenfor fast utsalgssted (angrerettloven)). This came into force 1 May 2001.

This act implements most of the Directive 97/7/EC. The most important regulation entitles consumers to cancel distance contracts in a period of 14 days after purchased goods has been delivered, and the consumer has been provided with the information as specified in Article 4 of Directive 97/7/EC.

2. Specific audiovisual regulation

Not applicable.

a) Definition

Teleshopping is not defined in the Broadcasting Act, nor in any other legislation. Teleshopping is however considered to be included by the general definition of advertising in BA section 1-1, cf. I.A.2.a.

b) Authorisation

Not applicable.

c) General rules on content

See I.A.2.c.

d) Rules on duration and insertion in and between programmes

Norwegian law does not distinguish between teleshopping spots and teleshopping programmes. Teleshopping is as such considered as advertising, and the general rules on advertising in television apply, cf. I.A.2.d.

There is one provision on duration of teleshopping, R section 3-1, this is also mentioned in I.A.2.d According to this teleshopping or similar offers of sale, purchase or hire of products or services directed to the viewers shall altogether not exceed one hour of the daily transmission time.

B. Regulation for Specific Products

1. Alcohol

See TELEVISION I, B, 1.

2. Tobacco

See TELEVISION I, B, 2.

3. Medicines

See TELEVISION I, B, 3.

4. Cars

See TELEVISION I, B, 4.

5. Media

See TELEVISION I, B, 5.

6. Religions, politics and parties, social issues and groups.

See TELEVISION I, B, 6.

C. Self-Regulation

Relevant self-regulation does not exist.

III. Sponsorship

A. General regulation

1. General law on consumer protection containing rules on sponsorship, applicable to all media

See TELEVISION I.A.1.

2. Specific audiovisual regulation

See TELEVISION I.A.2.

a) Definition

Sponsorship is defined in BA section 1-1 (5) as any direct or indirect contribution made to the production or transmission of one or more programmes by a natural or legal person not personally engaged in the production or broadcasting of such programmes. The definition is broader than the one given in the Directive art 1 e).

b) Authorisation

Not applicable.

c) General rules on content

The Norwegian Broadcasting Corporation (NRK) is subject to specific regulations for sponsorship. According to R section 3-13 (2) the NRK may only receive contributions 1) from sponsors for productions and transmissions from sports events; 2) to events when the production is fully or partially in the hands of the NRK and the programme shall be broadcasted to several countries or is of social or cultural importance; 3) to educational programmes. These restrictions do only apply to the NRK.

If a programme is sponsored, information to this effect shall be given prior to and/or after the programme. According to BA section 3-4 (1) information about the sponsor of a programme may be given in the form of the name, trademark or logo of the sponsor. The content and form of presentation of a sponsored programme must be such as to maintain the full editorial integrity of the broadcaster. Sponsored programmes shall not promote the purchase or rental of any of the sponsor's products or services or those of a third party, and may not contain specific promotional references to such products or services, cf. BA section 3-4. These provisions correspond to Directive art 17 paragraph 1.

According to R section 3-10 (2) the sponsor may only be identified verbally and/or by a stationary image of the sponsor's name, trademark or logo. The identification may not be accompanied by moving images, slogans, statements or such even though this is a part of the sponsor's trademark or logo. This provision enters into force 1 January 2002, and does not have it's like in the Directive.

According to BA sec. 3-4 (4) news and current affair programmes may not be sponsored. This is in accordance with Directive art 17 para. 4. According to R sec. 3-11, children's programmes can not be sponsored by natural or legal persons whose objects are business activity. This provision is more severe than the Directive.

Television programmes may not be sponsored by natural or legal persons whose principal activity is to manufacture, sell or hire out products or services which it according to Norwegian law is prohibited to advertise for. Further, political parties may not sponsor broadcasting programmes. These provisions are more severe than Directive art 17 paragraph 2 and 3.

d) Rules on duration and insertion in and between programmes

The sponsor may not be identified in the programme, in previews of the programme or during the programme. This also applies during breaks where one may show advertisements, cf. R section 3-10. This is considered to be in accordance with art. 17 Directive.

The identification of a sponsor may last for 10 seconds. If there are three or more sponsors to a programme the identification of the sponsors may last for 30 seconds in total, cf. R section 3-10. This provision is more severe than those set out in the Directive.

B. Regulation for Specific Products

1. Alcohol

See TELEVISION I, B, 1.

2. Tobacco

See TELEVISION I, B, 2.

3. Medicines

See TELEVISION I, B, 3.

4. Cars

See TELEVISION I, B, 4.

5. Media

See TELEVISION I, B, 5.

6. Religions, politics and parties, social issues and groups.

Political parties can not sponsor television programmes, cf. BA section 3-4 (5).

C. Self-Regulation

Not applicable.

IV. Self-promotion

By self-promotion we understand advertising for the channel itself, either for specific programmes or the channel in general. Self-promotion is not defined in any legislation. However, the definition of “advertising” and “advertisement” in BA section 1-1 (4) includes “any form of announcement on television whose purpose is to promote the broadcasters own activity”.

Consequently the same rules that apply to advertising and advertisements in television, TELEVISION section I.A, also applies to self-promotion.

V. Other promotion techniques

➤ Presentation of products/services in programmes

It is stated in R sec. 3-5 that products and/or services can not be spoken of and/or be shown in a promotional manner in broadcasting programmes. R sec. 3-12 gives rules on prize offers in broadcasting programmes. The presentation of the prize may not be more extensive than the information that is necessary to give the viewers an orientation about the prize. The presentation may not include information about the sponsor or of any other of the sponsor’s products.

Presentation of prizes in children’s programmes requires special caution.

➤ Co-production or co-financing with promotional intent

Co-producing and co-financing with promotional intent will be included in the definition of “sponsorship” in BA sec. 1-1. There are no specific rules in addition to the general rules on sponsorship that are applicable.

➤ Merchandising

Not applicable.

VI. New advertising techniques

➤ Split screen techniques

Not used in Norway. A split screen between a broadcasting programme and advertising will most likely be considered as advertising inserted in a programme, and will consequently be considered as incompatible with the provisions for advertising set out in BA, i.e. sec. 3-1 and 3-2.

➤ Interactive advertising

Interactive advertising is only used as a special kind of advertising during commercial breaks on television. This form of advertising is subject to the same regulation as advertising in television in general.

➤ **Virtual advertising**

Virtual advertising is not in use by any channels at all. The legislator has taken no specific consideration in this matter. Virtual advertising will be subject to the same regulation as advertising in television in general.

RADIO

I. Advertising

A. General regulation

1. General law on consumer protection containing rules on advertising, applicable to all media

See TELEVISION, I, A, 1.

2. Specific audiovisual regulation

See TELEVISION, I.A.2.

a) Definition

Radio broadcasting is covered by the general definition of “broadcasting” in BA section 1-1. See TELEVISION I.A.2.a

b) Authorisation

According to BA section 2-1 the Norwegian Broadcasting Corporation is authorised to pursue broadcasting activities. Other parties must be licensed under the BA in order to engage in broadcasting.

c) General rules on content

The same rules apply for radio broadcasting as for television, see I.A.2.c. In radio broadcasting it is however allowed to broadcast advertisements to promote belief systems and political ends, cf. BA section 3-1 (3).

Television is by the legislator considered a much more effective mass media than radio, and this combined with the character of advertisements for political ends and religious or other forms of belief, state the reason for this difference between radio and television.

d) Rules on duration and insertion in and between programmes

Advertisements in radio are subject to the same regulation as advertising in television, except for some rules that apply to television only.

According to R sec. 3-9 advertisements in radio shall be clearly separated from the ordinary programmes by a specific tone. Contrary to the television regulation, it is not necessary to broadcast all the commercials in blocks between the programmes.

Advertisements in radio may interrupt news and current affair and religious programmes. Concerts and other events that are transmitted can also be interrupted by advertisements, these provisions do not apply to radio, only to television.

The rules on duration are the same, BA sec. 3-1, i.e. advertisements shall not exceed 15% of the broadcasters daily transmission time, and R sec. 3-1; 20% in any given hour.

B. Regulation for Specific Products

1. Alcohol

See TELEVISION, I, B, 1.

2. Tobacco

See TELEVISION, I, B, 2.

3. Medicines

See TELEVISION, I, B, 3.

4. Cars

See TELEVISION, I, B, 4.

5. Media

See TELEVISION, I, B, 5.

6. Religions, politics and parties, social issues and groups.

The prohibition of advertising of view of life or political ends in BA section 3-1 (3) does not apply to radio, only to television.

C. Self-Regulation

Not applicable.

II. Shopping

Teleshopping does not exist on the radio in the same form as on television. On the radio this form of advertisements have more in common with interactive advertising in the sense that the listener respond to the advertisement by making an order by phone or internet.

A. General regulation

1. General law on consumer protection containing rules on distance sale, applicable to all media

See TELEVISION II.A.1.

2. Specific audiovisual regulation

Not applicable.

a) Definition

Not applicable.

b) Authorisation

Not applicable.

c) General rules on content

Not applicable.

d) Rules on duration and insertion in and between programmes

Not applicable.

B. Regulation for Specific Products

1. Alcohol

See TELEVISION, I, B, 1.

2. Tobacco

See TELEVISION, I, B, 2.

3. Medicines

See TELEVISION, I, B, 3.

4. Cars

See TELEVISION, I, B, 4.

5. Media

See TELEVISION, I, B, 5.

6. Religions, politics and parties, social issues and groups.

See RADIO, I, B, 6.

C. Self-Regulation

Not applicable.

III. Sponsorship

A. General regulation

1. General law on consumer protection containing rules on sponsorship, applicable to all media

See TELEVISION III.A.1.

2. Specific audiovisual regulation

See TELEVISION III.A.2

- a) Definition

See TELEVISION III.A.2.a

- b) Authorisation

See TELEVISION III.A.2.b

- c) General rules on content

See TELEVISION III.A.2.c

- d) Rules on duration and insertion in and between programmes

See TELEVISION III.A.2.d

B. Regulation for Specific Products

1. Alcohol

See TELEVISION, I, B, 1.

2. Tobacco

See TELEVISION, I, B, 2.

3. Medicines

See TELEVISION, I, B, 3.

4. Cars

See TELEVISION, I, B, 4.

5. Media

See TELEVISION, I, B, 5.

6. Religions, politics and parties, social issues and groups.

See TELEVISION, I, B, 6.

C. Self-Regulation

Not applicable.

IV. Self-promotion

Not specifically regulated.

V. Other promotion techniques

➤ **Presentation of products/services in programmes**

See TELEVISION V.a.

➤ **Co-production or co-financing with promotional intent**

See TELEVISION V.b.

➤ **Merchandising**

See TELEVISION V.c.

VI. New advertising techniques

There are, to our best knowledge, no other new advertising techniques in use for radio, neither any proposals for new regulations.

CINEMA

I. Advertising

Norwegian legislation does not contain special regulations regarding cinema advertising.

A. General regulation on advertising

See TELEVISION, I, A, 1.

B. Rules on Specific Products

1. Alcohol

See TELEVISION, I, B, 1.

2. Tobacco

See TELEVISION, I, B, 2.

3. Medicines

See TELEVISION, I, B, 3.

4. Cars

See TELEVISION, I, B, 4.

5. Media

See TELEVISION, I, B, 5.

6. Religions, politics and parties, social issues and groups.

There is no general prohibition against advertisement for religions, politics and parties, social issues and groups in the cinema. Such advertisements can however be in defiance of general provisions regarding advertising in general, see TELEVISION section I.A.1.

C. Self-regulation

Not applicable.

II. Sponsorship

A. General regulation

Norwegian legislation does not contain special regulations regarding sponsorship of cinemas.

B. Rules on Specific Products

1. Alcohol

See TELEVISION, I, B, 1.

2. Tobacco

See TELEVISION, I, B, 2.

3. Medicines

See TELEVISION, I, B, 3.

4. Cars

See TELEVISION, I, B, 4.

5. Media

See TELEVISION I.B.5.

6. Religions, politics and parties, social issues and groups.

See CINEMA I.B.6.

C. Self-regulation

Not applicable.

III. Self-promotion

Not applicable.

INTERNET

Specific regulation or self-regulation on advertising, sponsoring or sales offers does not exist.

The general rules as described above apply for the Internet. In this respect, some new regulations should be mentioned. Act relating to control of marketing and contract terms and conditions, section 2 litra b (1) contains a provision regarding marketing addressed to consumers by the use of telecommunication methods allowing individual communication, e.g. electronic mails, SMS, facsimile transmissions or automatic call systems. Such marketing is, without prior consent, prohibited. The condition of prior consent does not apply when getting in contact with the consumer by telephone calls, either fixed lines or mobile phones.

In addition, the Act relating to distance contracts etc. (Lov om opplysningsplikt og angrerett m.v. ved fjernsalg og salg utenfor fast utsalgssted (angrerettloven), which came into force 1 May 2001, entitles consumers to cancel distance contracts within a period of 14 days after purchased goods have been delivered. The condition is that the consumer has been provided with the information as specified in Article 4 of Directive 97/7/EC of the European Parliament and of the Council of 20 May 1997 on the protection of consumers in respect of distance contracts. If such information has not been provided, the consumer may cancel the contract within 1 year after the goods have been delivered.

MOBILE TELEPHONY

Mobile phones are to some extent used to carry advertising, sponsoring or sales offers. Specific regulation or self-regulation on advertising, sponsoring or sales offers by mobile phone beyond Act relating to control of marketing and contract terms and conditions, section 2 litra b (1), mentioned above, does not exist.

The regulation mentioned under INTERNET above is applicable.

Consumers may register themselves in a certain register, the Reservation Register (Reservasjonsregisteret) to avoid phone calls. Companies are obliged to check their lists of potential customers against this Register regularly, in order to avoid calls contrary to the consumers interests.