
STATUTORY INSTRUMENTS

2010 No. 831

**The Audiovisual Media Services
(Product Placement) Regulations 2010**

The Welsh Authority

10.—(1) In section 60(4) of the Broadcasting Act 1990⁽¹⁾ (advertising on S4C), after paragraph (a) (but before “and” at the end of that paragraph) insert—

“(aa) from time to time consult the Secretary of State as to the forms and methods of product placement that should not be employed in the provision of S4C (including the descriptions of products, services or trade marks for which product placement should not be employed);”.

(2) In section 202 of the Broadcasting Act 1990 (general interpretation), in subsection (1), after the definition of “pension scheme” insert—

““product placement” has the meaning given by paragraph 1 of Schedule 11A to the Communications Act 2003;”.

(3) In paragraph 14 of Schedule 12 to the 2003 Act (corresponding obligations of the Welsh Authority)—

(a) omit “and” at the end of paragraph (b);

(b) after paragraph (c) insert—

“; and

(d) the forms and methods of product placement to be excluded from those services (including descriptions of products, services or trade marks product placement of which is to be excluded) (whether generally or in particular circumstances).”