
STATUTORY INSTRUMENTS

2010 No. 831

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

Restriction on product placement in television programme services and on-demand programme services

- 2.—(1) Section 319 of the 2003 Act (OFCOM’s standards code) is amended as follows.
- (2) In subsection (2), after paragraph (f) insert—
- “(fa) that the product placement requirements referred to in section 321(3A) are met in relation to programmes included in a television programme service (other than advertisements);”
- (3) After subsection (8) insert—
- “(9) Subsection (2)(fa) applies only in relation to programmes the production of which begins after 19th December 2009.”