

# sponsorship guidelines



# content

## overview

This guide covers the most important areas after the purchase of a sponsorship.

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# introduction

## guidelines when purchasing a sponsorship

### **who can sponsor?**

As a rule all companies can sponsor a TV-programme. Only political parties, employers' associations and trade unions with political messages, religious movements and companies which produce or sell tobacco are denied the right to sponsor a TV programme and Web TV.

### **when the sponsorship has been purchased**

In order to ensure an optimal execution and return on investment, a line of practical matters needs to be taken care of after the sponsorship has been purchased. Regarding production it is important that the existing OFCOM rules are followed. Regarding delivery it is important to ensure a flawless delivery.

**for questions concerning the above please contact:**

[sponsorshipdk@nentgroup.com](mailto:sponsorshipdk@nentgroup.com)



# Format facts

## short info about the formats

### billboards

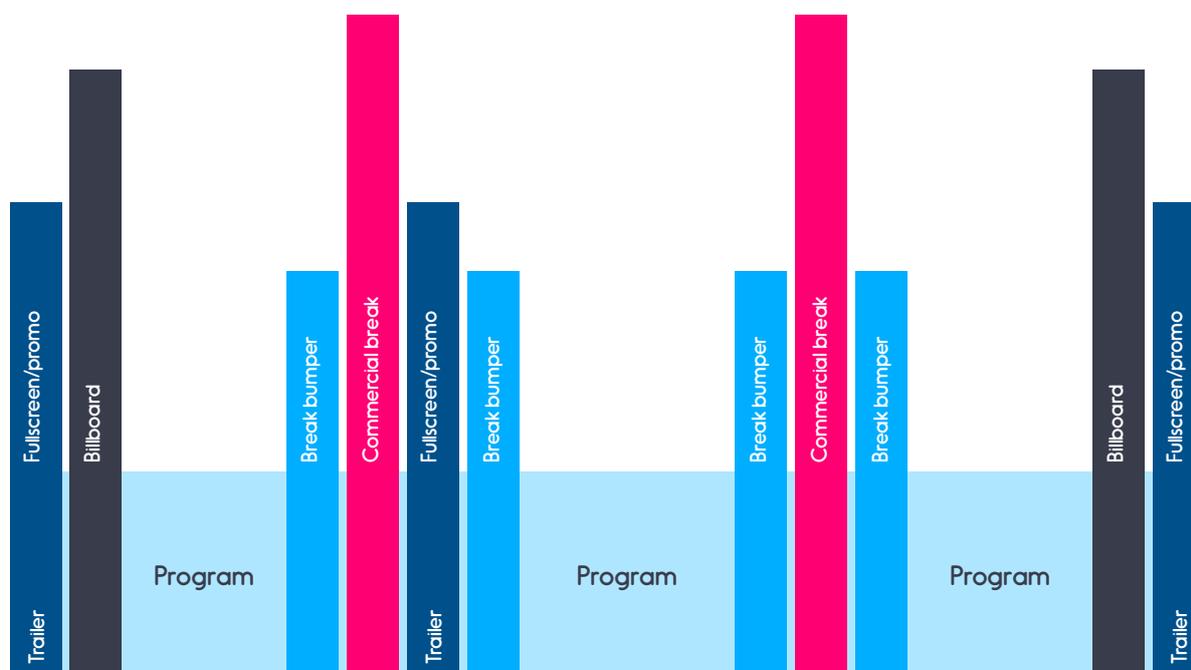
10 sec. – before and after programme

### break bumpers

5 sec. – before and after a commercial break

### fullscreen/promo

5 sec. – is placed after programme trailer  
(Break bumper material is usable)



The model illustrates a typical flow in a programme on the NENT Group's TV channels.



# legislation

## ofcom legislation

When working with commercial films and sponsorships, there are rules that need to be followed. Special attention needs to be paid to the creative development of billboards and break bumpers.

### legislation

Nordic Entertainment Group broadcasts from Britain and therefore all NENT Group channels must follow the OFCOM legislation. OFCOM (Office of Communications: [www.ofcom.org.uk](http://www.ofcom.org.uk)) is responsible for licensing all UK commercial television services and regulate among other things the TV and radio sectors. In case of breaches OFCOM will give out fines equalling the degree of the breach.

For a programme that is sponsored the rules are that the sponsorship must be clearly identified with reference to sponsor name and/or sponsor logo. Identification must appear before, during and after the programme. The relationship between sponsor and the sponsored programme must also be transparent to the viewer.

See the section "Production" for more information about OFCOM's rules on production of billboards and break bumpers.

Please note that it is buyer's responsibility to ensure that all material comply with the OFCOM regulations. NENT Group reserves the right to reject any material which is against regulations.

Read more about production and help with prior approval on storyboards on the next page.

**for questions concerning the above please contact:**

[sponsorshipdk@nentgroup.com](mailto:sponsorshipdk@nentgroup.com)



# production

## speak & text

### programme sponsorship & partnerships

Billboards and break bumpers must make the sponsor's relation to the programme clear. This is done best by creating a link between sponsor and programme. It can either be visual or via speak/payoff, but cannot include call to action or a promotional message.

### billboards

Must always contain the below speak **and** visible text size at min. 50 px:

"The programme is presented by X" – possibly followed by payoff

or

"Y (programme title) is presented by X" – possibly followed by payoff

example

"Dyreværnet is presented by  
Agria Dyreforsikring"

"Paradise Hotel is presented by Zalando  
– Accessories for women"

NOTE: The text "Y is presented by" has to be visible from the beginning of the spot and minimum half the spots length.

### break bumpers

The below can be chosen as speak **and/or** visible text size at min. 50 px:

"The programme is presented by X" – possibly followed by payoff

or

"Y (programme title) is presented by X" – possibly followed by payoff

example

"Luksusfælden is presented by Eboks.dk  
– Documents and bills in an app"

"Masterchef is presented by Santa Maria  
Tex Mex"

NOTE: The text "Y is presented by" has to be visible from the beginning of the spot and minimum half the spots length.



### rbs sponsorship

As a sponsor of a RBS sponsorship the sponsor does not sponsor a specific programme. Instead the sponsor makes the purchase in a specific target group and the billboards and breakbumpers are then placed in various programmes. Thus it can be difficult to create a concrete link between billboards/break bumpers and programme. The solution could be to create a link to watching television.

### billboards

Must always contain the below speak **and** text size at min. 50 px:

**"The programme is presented by X"** – possibly followed by payoff

eksempel

"The programme is presented by Momondo—  
Flight and hotel search engine!"

"The programme is presented by  
Stryhn's Julepostej – enjoy!"

NOTE: The text "Y is presented by" has to be visible from the beginning of the spot and minimum half the spots length.

### break bumpers

The below can be chosen as speak **and/or** visible text size at min. 50 px:

**"The programme is presented by X"** – possibly followed by payoff

eksempel

"The programme is presented by  
Tryg Forsikring"

"The programme is presented by Autocom.dk  
– 24 hours car auction online"

NOTE: The text "Y is presented by" has to be visible from the beginning of the spot and minimum half the spots length.

### prior approval of storyboards

We offer to read through and preapprove storyboards before the digital delivery. In this way breaches can be avoided. Send storyboards to [sponsorshipdk@nentgroup.com](mailto:sponsorshipdk@nentgroup.com)



# do's and don'ts

## the most important guidelines

### **alcohol**

On all spots for alcoholic beverages the following text should be included: "Bør nydes med omtanke" (Please enjoy responsibly)" and the website [nydmedomtanke.dk](http://nydmedomtanke.dk). The text should be visible to the viewer both in text size (minimum 20 pixels) and color.

### **betting, bingo, lotteries and similar**

All spots should contain the following disclaimer in text: "18+/minimum 18 – [www.ludomani.dk](http://www.ludomani.dk) – terms and conditions apply". We recommend that the text is visible throughout the spot. The text should be visible to the viewer both in text size (minimum 20 pixels), and color.

### **breadth of range**

No statements may refer to the width or range of the product or the advertiser's range, such as "Large Selection", "Wide Range", "Many Varieties", and similar statements.

### **call to action**

There can be no call to action in a sponsor spot. A phone number, website or similar is allowed in the spot, but there can be no wording such as "call now", "see more at.", "buy now", "try today" etc. or in other way encourage the viewers to take any action.

### **direct references**

Sponsorships cannot contain wording that directly targets the viewer, such as "your local", "all of Denmark's", "your new" and similar.

### **dvds, films and games:**

The spot can at most contain 3 – 4 different clips from the film/game. The spot should contain the text "The programme is presented by" throughout and there should be a black frame at the top and bottom of the screen. If there is an age limit of the film or game this should be made clear in the spot. In addition, no spots can contain the subtitling of dialog.



#### **established year**

No sponsorship may contain the year indicating when the product or company originated. This also applies to any year in the logo. Established year must therefore always have to be completely blurred out or removed before NENT group can approve the spot.

#### **medicine, vitamins, supplements and diet products**

Sponsor spots for medicine, that contain a claim about the use of the product (also any legible text on the packet) should contain the following information: for headache, for joint pain or similar, and the name of the active ingredient, e.g., ibuprofen and the text "always read the leaflet". There can be no wording such as "available at pharmacies" or similar, directing viewers to where the product is available for purchase.

#### **new products**

All spots using the word "NEW" in speak and text can be approved if it is part of the sponsorship message, but not if it is a part of the pay-off. Please note that "NEW" is not allowed as a splash or on the packaging. Here are a few examples that can be approved:

- The program is presented by Sony's new Xperia E5
- The program is presented by the new winter tires from T. Hansen

#### **online dating sites**

All sponsor spots for online dating sites should contain the age restriction of the website. We recommend that the text is there throughout. The text should be visible to the viewer both in text size (minimum 20 pixels), and color.

#### **pack-shots and branding/logos**

Any type of branding/logos such as "organic", the swan sign, asthma & allergy association and similar, shall always be blurred or removed completely. In addition to this there might be other messages on the pack-shot which will need to be removed as they may be considered promotional. Such as "less fat", "no sugar", "new", "new packaging" and similar. Always send an image of the pack-shot to NENT for approval.

#### **text (and traps)**

Pay-offs and any other text/speak can in no way be promotional. This means there can be no wording emphasizing positive attributes, i.e. the best, biggest, fastest, leading or other promotional wording. This means that it is not always possible to use a client's pay-off if it conflicts with the above.



**third party branding**

A sponsorship cannot contain any other clients or logos without these also being part of the sponsorship message. Here are a few examples that can be approved:

- The programme is presented by The Incredibles and Blockbuster
- The programme is presented by Mate 9 Pro from Huawei and Leica

Go to [www.ofcom.org.uk](http://www.ofcom.org.uk) for further information.



# fullscreen/promo

## information

A fullscreen/promo is a 5 second sponsor spot, which is placed after the programme trailer that is being sponsored. The fullscreen spot must be delivered to NENT Group no later than 3 weeks before the first on air date on TV. In some cases it is necessary to deliver 4 weeks before depending on the programme.

### technical Specifications

Most often the break bumper is used as fullscreen/promo material, therefore rules for content are the same (see under the section "Production"). However, it is important to note that the fullscreen spot **MUST** be uploaded via a filesharing service i.e wetransfer.com.

NENT Group will inform which format is needed.  
Contact [sponsorshipdk@nentgroup.com](mailto:sponsorshipdk@nentgroup.com).

### delivery of fullscreen/promo:

All fullscreen/promo material must be delivered via a filesharing service i.e. wetransfer.com

**in some cases it is necessary to deliver fullscreen material on a DIGI BETA tape. This must be done to the below address:**

Nordic Entertainment Group A/S  
Strandlodsvej 30  
2300 København S

**for questions concerning the above please contact:**  
[sponsorshipdk@nentgroup.com](mailto:sponsorshipdk@nentgroup.com)



# digital delivery

## delivery of sponsor spots – adstream, adtoox or imd

### digital file

NENT Group only accept digital delivery of sponsor spots through our collaborators Adstream, Adtoox or IMD. All sponsorship spots must be delivered **no later than 5 workdays** prior to the campaign start date.

All spots get an identification code when they are uploaded (also called copy code or clock number). The identification codes are generated automatically by Adstream, Adtoox and IMD when placing the order.

I.e.: **Adstream:** NOKL010003 **Adtoox:** D2REAM1001 **IMD:** X2WMVA1001.

The copy code is unique, so the same code can never be used for more than one spot. The copy code must always be sent to the Sponsorship Planner **no later than 5 workdays** prior to the campaign start date.

If the spot is for use on Viafree, this **must** be marked at the upload

**Adstream:** NENT Group Viafree Sponsorship

**Adtoox:** NENT Group Viafree

**IMD:** NENT Group TV (Viafree) Denmark

Late submission fee		
	Correct spot length	Wrong spot length
5 business days prior to 1st broadcast	Kr. 0	Kr. 5.000
1-4 business days prior to 1st broadcast	Kr. 3.000	Kr. 7.500
Later submission	Kr. 7.500	Kr. 15.000

### technical specifications

Technical specifications and all other relevant information about digital delivery can be found on Adstream, Adtoox and IMD's websites. Always contact the companies below if you have questions in regards to digital delivery.

#### adstream

adstream.com  
+45 7030 2830  
traffic.nordic@adstream.com  
Store Kongensgade 81D  
1264 København K

#### adtoox

adtoox.com  
+46 8 626 29 29  
support@adtoox.com  
Englundavägen 7  
171 41 Solna

#### groupimd

groupimd.com  
+44 207 468 6850  
supportnordic@groupimd.com  
Grev Turegatan 27  
114 38 Stockholm