

## BILLBOARD GUIDELINES AND CONDITIONS 2026

### General

In case of programme participation (sponsoring), it must be clearly mentioned that the programme is sponsored and by whom. The mention of a sponsor on billboards and break bumpers serves to inform viewers hereof.

Billboards are placed at the end and/or beginning of a programme. Break bumpers are similar to billboards and are placed at the beginning and/or end of a commercial break. To prevent any confusion about the (creative) contents of billboards and break bumpers, Talpa TV has drawn up the following guidelines and conditions with which billboards and break bumpers must comply. Where reference is made to "billboards" in this document, this includes "break bumpers" as well.

In case of any deviations or inconsistencies between the Dutch and the English version of these guidelines, the Dutch version prevails.

### Guidelines

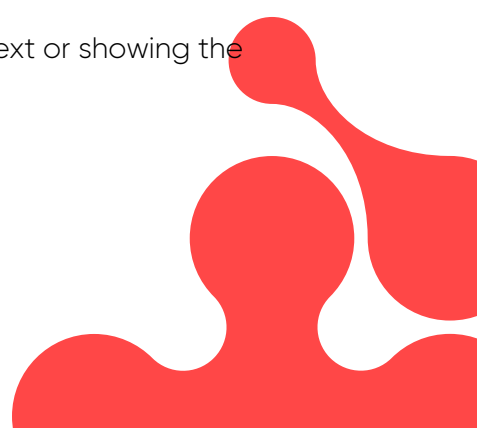
1. Talpa TV and the sponsor will jointly determine who will produce the billboard. Talpa TV can produce the billboard; the production costs for a standard graphical billboard are €3.500,-, excluding VAT.
2. The sponsor and Talpa TV will confer to decide on the creative concept, if so desired with the sponsor's advertising agency present.
3. The final billboard must be submitted to Talpa TV for approval. Without Talpa TV's approval, a billboard cannot be broadcasted. No rights can be derived from the broadcasting of any billboard by Talpa TV in the past.
4. A billboard has a length of five or ten seconds.
5. Billboards that are delivered by an external party, must be delivered no later than 3 days before the first broadcasting date.

### Content-related conditions

1. For information purposes, a billboard must contain the following announcement: "[Programme title] is/was sponsored by..." followed by the sponsor's logo or name (in Dutch: "[*Programme title*] wordt/werd mede mogelijk gemaakt door...").

This can be achieved by having a neutral voice-over read out the text or showing the text on screen (clearly visible and readable).

2. Billboards can contain one or more of the following elements:
  - The sponsor's name, logo and/or other distinctive element.



- An image of the sponsor's product or service, e.g. a (moving) pack shot.
- It is possible to show more than 1 product; however, the logo's on the products must not be shown in full screen.
- A temporary promotion or campaign can never be the sender of a billboard. So not: "This program is made possible by the Black Friday Deals of ....";
- The sponsor's pay-off/tagline, only if not commercial (*wervend*). In the case of generally well-known pay-offs, a slightly broader margin applies, at the discretion of Talpa TV.
- If the pay-off in question is the new campaign pay-off, it must be demonstrated that the new pay-off is used in all sponsor's communication. However, registration of the pay-off in the trademark register or slogan register is not required.
- Audio-/sound logo; this is the sponsor's regular sound logo, known as such by the public. A melody which is used only temporarily (in connection with the specific campaign) is not considered to be a sound logo.
- The sponsor's URL is only allowed if the tradename of the sponsor included the web address (e.g. vliegtickets.nl).
- An image of the sponsor's company buildings or outlet.
- If applicable: any prescriptions or pictograms relating to the sponsor's specific business, such as the "NIX18" logo in case of alcohol.
- Neutral display of any official well-established (quality) labels or awards (e.g. the "Best Buy" logo of the Consumers Union or the "Thuiswinkel waarborg").

### 3. Voice-over

A pay off can both be shown (on screen) and read out by a voice-over.

The possibilities are as follows:

✓ "<this title programme> is/was made possible by <product/service>" (in Dutch: "<dit titel programma> wordt/werd mede mogelijk gemaakt door <product/dienst>")

✓ "<this programme> is/was made possible by <product/service> PLUS <pay-off>" (in Dutch: "<dit programma> wordt/werd mede mogelijk gemaakt door <product/dienst> plus <pay-off>")

✓ "<this programme/this movie/the Clock, title programme> is/was made possible by <product/service> plus pay-off" (in Dutch: "dit programma/deze film/.de Klokl/title programma wordt/werd mede mogelijk gemaakt door <product/dienst> plus pay-off")

An "And..." as well as a "This programme is" version must be delivered at all times. Please ask your contact person which voice-over copies are required.

4. It is **not** allowed to put the sponsor, its products and services in a commercial (*wervende*) context.

A commercial context is in any case:



- Positive/subjective qualifications, superlatives, detailed descriptions of advantages or positive characteristics, claims regarding market position, effectiveness, health claims. Words such as: 'Great', 'Largest selection', 'Guaranteed', 'Best buy', 'The tastiest', 'The number 1 in', 'Wide selection of', 'Easy to use'. Objective wording is permitted, for example: 'This program is partly made possible by the new Toyota Rav4'.
- The providing of sales information, e.g.. prices, special offers, sales outlets, release dates of movies or events, the sponsor's address or location. "Now for only € X", "exclusively available at".
- 
- Call to action: a direct call to buy the sponsor's products or services:
  - "in stores now", "available now", "visit [www.<website>.com](http://www.<website>.com), #goseethatmovie
- Any publicity material: this means that the use of identical images/fragments/voice-over from a TV spot or other advertisement cannot be used. Parts thereof can be used after consultation with Talpa TV. The use of a sponsor's corporate identity is allowed.
- Zooming in or out on the product(s).
- Showing the product in full screen; this means that at least 1/3 of the screen must be empty.
- For charities, charity lotteries and cultural institutions most of the above restrictions do not apply. The regular sponsor announcement must be shown (on screen) or read out by a voice-over; "This programme is sponsored by..." (in Dutch: *"Dit programma is mede mogelijk gemaakt / gesponsord door..."*). Appeals to donate and to become a member are permitted. However, it is not allowed to call for the purchasing of goods which are available in the regular trade (including lottery tickets or entrance tickets)
- For governmental organisations and other non-commercial institutions, different rules may apply.

5. Any use of the billboard as publicity material (advertisement, outdoor, etc.) by the sponsor, is for his own risk. Talpa TV explicitly preserves the right not to accept the same billboard for any subsequent billboard campaigns.

6. Between 6:00 AM and 9:00 PM, any reference to advertisers of alcohol must be neutral. This means the following:

- The sponsor's name or logo can only be displayed in still. It is allowed to show the name/logo on (a part of) the product.
- It is not allowed to include a pay-off/tagline, unless it is part of the logo.
- It is not allowed to include a moment of toasting, pouring or enjoying a drink.

After 9 pm, the regular guidelines and conditions apply.

People toasting or drinking is not permitted. The 'NIX18' logo must be placed on the billboard.



7. The mention of advertisers for gambling games, depending on the type of game, needs to be neutral between 6:00 AM and 7:00 PM or between 6:00 AM and 9:00 PM:

	TV Billboarding	Radio Billboarding
Lower-risk games of chance: Postcodeloterij, BankGiro Loterij, Vriendenloterij, Staatsloterij, Lotto, Lucky Day and Eurojackpot	before 7:00 PM only neutral	no restrictions
High-risk games of chance: Toto, scratch cards ( <i>Krasloten</i> ), Holland Casino, Jack's Casino, other casino's, gaming arcades,	before 9:00 PM only neutral	before 9:00 PM only neutral

\* As of July 1st 2023 untargeted advertising for online gambling is forbidden. This includes sponsoring/billboarding.

"Neutral" means only mention or display of name/logo in still image. Other elements, like an image of a product or moving images are not allowed.

The role model ban applies to high-risk games of chance. Lower-risk games of chance are excluded from the ban.

7. Other visual and aural elements are at Talpa TV's discretion.

8. With respect to audioboards, the same rules that are applicable to billboards, apply. "This programme/ is/was made possible by <<name advertiser>>, <<pay off/tagline>>". "The Traffic was made possible by <<name advertiser>>, <<pay-off/tagline>>" and "The Weather was made possible by <<name advertiser>>, <<pay off/tagline>>".

The pay off/tagline cannot be commercial (no call to action, no positive qualifications, no superlatives).

The audio files must be as bare as possible and may not contain any music, singing, or other background noises apart from the voice recording.

Because of the lack of image, the (legal) assessment of an audioboard can be different from the assessment of a billboard.

9. These guidelines and conditions are in accordance with the applicable rules and regulations concerning programme sponsoring (the "*Beleidsregels Sponsoring Commerciële media-instellingen (2022)*" of the Dutch Media Authority (*Commissariaat voor de Media*)).

