

Advertising Placement Legislation: Italy

| A. Advertising Airtime | Private Radio | Public Radio |
|---|-------------------|-------------------|
| Does your national legislation refer to a maximum amount of advertising time? | Yes | Yes |
| Does your national legislation say anything about a maximum daily amount of advertising time? <i>If yes, please specify what the daily amount of advertising is. If the amount is expressed in percentage, please indicate in the comment box the relevant reference for the calculation of the advertising airtime (i.e. either a 24 hour period or the real transmission time of the channel per day)</i> | Yes | No |
| Comment: For Italian public Radio (broadcasting at national level) there is no daily limit, whereas there is an hourly limit (12%) and a weekly limit (4%). For Italian private Radio broadcasting at national level there is no daily limit, whereas there is an hourly limit (20%). For Italian private Radio broadcasting at local level the legislation foresees an hourly limit of 25% and a daily limit of 35% when including advertising formats different from spots (this provision applies only to the daily limit). The daily programming time refers, for each solar day, to the period from the real beginning to the real ending of transmissions for each channel, including analogical ones. | | |
| Does your national legislation refer to a maximum hourly amount of advertising time? | Yes | Yes |
| <i>If yes, please detail the maximum hourly amount of advertising and answer the question:</i> | / | 12% |
| Comment: As far as Private Radios are concerned, the hourly limit is 20% for private Radio broadcasting at national level 25% for private Radio broadcasting at local level 10% for Radio broadcasting (community content) at national or local level | | |
| | <i>Clock hour</i> | <i>Clock hour</i> |
| <i>Does the percentage of maximum hourly amount of advertising need to be calculated within a given hourly clock hour, or at any time within a 60 minute period (sliding hour)?</i> | | |

The clock hour is calculated for each day of programming starting from the hour and the minute of beginning of transmissions for each channel, including analogical ones.

| B. Programme Interruptions | Private Radio | Public Radio |
|---|---------------|--------------|
| Can you, according to your national legislation, interrupt programmes with advertising breaks? | Yes | Yes |
| Is there any distinction to be made depending on the category of programme, e.g. news and current affairs programmes, religious programmes, children programmes, or any other type of programme (please specify)? | Yes | Yes |
| <p>Comment:</p> <p>Absolute ban to interrupt religious ceremonies.</p> <p>There is also a regulation regarding dramas, operas and music works. These can be interrupted only in a way that does not prejudice their wholeness, considering natural intervals, duration, nature and the owners' rights and, anyway during the intervals usually foreseen in the theatres.</p> | | |
| C. Minimum length of a programme for an interruption | Private Radio | Public Radio |
| As a general rule, must the programme be of minimum length in order to be interrupted by an advertising break? | No | No |
| <p>Comment:</p> <p>Exceptions see comment*</p> | | |
| Is there any distinction to be made in regard to a minimum length requirements depending on the category of programme e.g. news and current affairs programmes, religious programmes, children programmes, or any other type of programme (please specify)? | Yes | Yes |
| <p>Comment:</p> <p>Pay attention: the rules for radio are the same applying to television: news, movies, tv films and children programmes can be interrupted only if the foreseen duration is more than 30 minutes. Series, serialized novels and documentaries are excluded from this rule.</p> | | |
| Must there be a minimum interval between two advertising breaks? <i>If yes, please indicate the minimum length.</i> | No | No |
| <p>Comment:</p> | | |
| D. Number and length of breaks | Private Radio | Public Radio |
| Does your national legislation refer to a maximum number of commercials per break? | No | No |
| Does your national legislation refer to a maximum length for advertising breaks? | No | No |
| Does your national legislation refer to a minimum length for advertising breaks? | No | No |

Does your national legislation allow **advertising breaks with one commercial only**?

Yes, only if inserted in
the transmission of
sport events

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sport events

Comment:

In the other transmissions the insertion of advertising breaks with only one commercial must be an exception.

As concerns the maximum number of spots per break and the maximum length of the break there is no specific legislation but there is an agreement between Rai/Sipra and the Association of big advertising spenders to limit them.

Does your national law refer to the gross duration (i.e. as scheduled in the Radio programme guide – the **gross duration** includes the time dedicated to advertising breaks) or the **net duration**?

Gross

Gross

Comment:

incl. advertising time

Do any other rules apply?

No

No

Comment:

For public radio broadcaster there is also an “Editorial Guideline” concerning the content of the advertising that the advertising broadcasted by Rai must respect.
