

TF1 BROADCASTING GROUP ADVERTISING GUIDELINES – SWISS COMMERCIAL BREAKS

Swiss commercial breaks for the TF1 TV broadcasting group are exclusively marketed by Admeira AG. The General Terms and Conditions govern the relationships between advertising customers and Admeira AG.

Admeira AG's employees will assist you with putting these guidelines into practice and would be happy to answer any questions you have.

The media agreement between the EU and Switzerland means that the 'country of origin' principle applies. As the TF1 Group's commercial breaks are broadcast from France, French advertising law applies first and foremost, with Swiss law applying in instances where it is more restrictive.

These advertising guidelines will assist you in creating your TV advertisement. They are based on French law, the recommendations of the ARPP (advertising self-regulatory organisation) and the practice followed at the TF1 Group. These guidelines are not exhaustive: please do not hesitate to send us your questions or storyboards if you are in any doubt.

GENERALLY APPLICABLE PRINCIPLES, REGARDLESS OF SECTOR:

FRENCH LANGUAGE (LOI TOUBON)

The 'Loi Toubon' (French law on the usage of French language) requires the French language to be used in advertisements. In particular, this applies to the name, range, opening, usage instructions and description of the scope and warranty conditions of goods, products or services.

The provisions of this law do not apply to company names, logos, trade names, manufacturer's mark, trademarks and service marks.

Slogans that accompany brands must as be translated as required by Loi Toubon, even if they are registered.

Errors in the French language must be corrected.

Text on packaging does not need to be translated unless it is highlighted in the audio or visuals.

SCENES WITH ALCOHOL, TOBACCO OR DRUGS (LOI EVIN)

All references to these areas are prohibited.

Example: the name of a well-known brand of alcoholic beverages, alcohol bottles, scenes with alcohol consumption, glasses in a shape that can be connected to alcohol consumption, cigarette smoke, behaviour that could be associated with a particular substance, and so on.

Verbal or written references are not permitted.

VOCABULARY AND ADVERTISING STATEMENTS:

'The best', 'the top', 'the number one' (number 1), 'the specialist', etc.

The use of these or similar terms must be based on detailed evidence (verifiable studies, etc.).

Similarly, every statement that presents product results and/or satisfaction levels must be based on detailed evidence.

The word NEW must also be used for products that are actually new, whether in whole or in part. This term may only be used for one year.

LEGIBILITY

Corrections and informational notes must be legible under normal reading conditions.

To be legible under normal reading conditions (text displayed for a sufficient period of time), the writing must be horizontal,

- in a font of a sufficient size
- with normal spacing
- in a font that enables easy reading (with this font not necessarily being the same throughout an advertisement)
- in a colour that contrasts with the colour of the background of the advertisement (for example, a light colour should be avoided if the text is written on a background that is also light-coloured)

REFERENCES IN ADVERTISEMENTS

If surveys and/or market research and their findings are mentioned, the source must be given. This must be clearly visible in the advertisement and encompass the following points:

For market research

- Name of the institute (e.g. Nielsen)
- Number of the study (if available)
- Period of the study (e.g. August 2020/1 August 2022 – 31 August 2022)

Example: *'Study conducted by AC Nielsen, Swiss market, CW 34 2022, updated regularly'*

For surveys

- Who conducted the survey?
- How many people were questioned?
- Where was the survey conducted (CH, D, A, Europe...)?
- When was the study conducted?

Example: *'Product test performed by an independent institute with 2,600 consumers, CH, March 2020'*

DANGEROUS BEHAVIOUR

Advertisements may not depict situations or behaviours that are dangerous, could be dangerous or encourage such behaviour.

For example: not using a zebra crossing to cross the road, driving without a seatbelt, dancing on the edge of a roof, inappropriate handling of dangerous items, etc.

Particular care is required for advertisements depicting children or aimed at children:

Children cycling without helmets, children playing in a dangerous way, children being distracted at the edge of the pavement, children climbing on a bookcase, etc.

Illegal behaviours should not be depicted.

IMAGES AND PERSONAL PRIVACY

Advertising may not aim to offend, shock or provoke the public by disseminating an image of a human that violates their dignity and decency.

Proceed with caution if you are using nudity, stereotypes (ethnic, religious, gender-specific), violence, subjugation or addiction.

RESPECT FOR THE ENVIRONMENT AND STATEMENTS ON SUSTAINABLE DEVELOPMENT

Advertisements must avoid depictions in which practices or ideas counter to the goals of sustainable development could trivialise or devalue these goals.

Be careful with statements and arguments linked to sustainable development! To avoid greenwashing, the advertising message must be proportionate to the measures that the advertiser is undertaking in the field of sustainable development. Beyond this, a justification must be provided (with a reference to a website, as a minimum) in the following situations:

- An argument related to sustainable development
- An environmental argument, with or without a reference to the sustainable development concept
- A social, societal or economic argument depicted in conjunction with sustainable development

EATING HABITS

Balanced nutrition must be depicted.

No excessive consumption.

No snacks to replace meals.

SCREENS

It is not permissible to depict a scenario involving consumption in front of a screen.

Advertising of any kind and on any medium with the direct purpose of encouraging the purchase, provision, usage or utilisation of a mobile phone by children under 14 is forbidden.

CHILDREN

Advertising may not give the impression that dangerous or inconsiderate behaviour is acceptable or justifiable in any situation; this includes play.

The scenario is not permitted to lead to socially problematic behaviours (must be agreed with parents or educators) or disrespect for the environment.

If the message appeals to children directly (by phone or another interactive medium) and encourages them to spend money (e.g. advertising for a premium number), the appeal for them to participate must expressly include parents.

CURRENCIES

If prices are stated, there should be no doubt regarding the currency. The currency must be mentioned verbally (voice-over) or in writing. Example: CHF 1,200 or price in CHF.

CASH

It is generally not possible to depict cash (banknotes and coins), especially in conjunction with special offers, competitions and games.

However, it is permissible to depict cash in a poetic or historical context (e.g. children putting coins into a piggy bank).

COMPETITIONS

All the key conditions of participation must be specified (duration, price, stake, process of the competition, etc.).

- If the game/competition is **linked to a purchase obligation**, this must be stated (game with purchase obligation), the conditions must be stated or a reference to the website must be provided.
- If the game/competition is not linked to a **purchase obligation**, advertisers are no longer required to state 'no purchase necessary'.

SPECIFIC SECTORS

AUTOMOTIVE

New provisions since 2022.

Energy consumption

Swiss law applies.

Information in conjunction with energy consumption, CO₂ emissions and the energy efficiency category does not only need to be stated if a price is given: it must also be stipulated if the advertisement mentions engine power or other technical features.

The current Swiss energy label (as of the date on which the advertisement is broadcast) must be included in the advertisement.

Loi d'orientation des mobilités (LOM, in France)

The wording #SeDéplaceMoinsPollution must be included on advertising posters for motorised vehicles.

Details on this can be found via the following link:

<https://www.ecologie.gouv.fr/obligation-mention-sedeplacermoinspolluer-dans-publicites-automobiles>

Please contact us to clarify the correct usage of these sentences.

Vehicle advertisements must abide by traffic regulations (no driving without a seatbelt, no speeding, no aggressive behaviour or endangering other road users, etc.).

Advertising may not use speed as an argument or exploit the attractiveness of speeding, **whether in visible, audible and/or written form.**

The content of vehicle advertising may not exclusively be reduced to the engine power or the speed of a vehicle.

The advertisement may not violate the rules of safe, careful driving that apply to every driver.

Environment: cars may not be driven on any terrain other than passable roads.

With regard to statements

pertaining to leasing offers, the credit rating must include the following:

'A loan is an obligation and must be paid back. Review your ability to make repayments before you enter into an obligation.'

Along with all the other mandatory details, this must be clearly legible. The word 'leasing' must not be translated. All the information must be provided, even if the leasing rate is 0%.

Other general rules that must be complied with for vehicle advertisements:

- The precise name of the model depicted must be stated
- If a TV advert specifies a price for a vehicle, it must be for the vehicle depicted. If the price of the vehicle depicted is higher than the price specified, the price of the vehicle depicted must be stated, or stated in addition
- If possible options for the vehicle are not included in the price, 'without options' must be stated
- If exchange premiums or special offers apply, the duration of the validity of the offer must be stated

ENERGY

Advertisements for fossil fuels, specifically fuels composed of less than 50% renewable energy, are forbidden.

This ban does not apply to 'indirect' advertising (i.e. advertising for all items that enable energy to be used), institutional advertising, financial advertising and comparison sites for energy providers.

Providers of electricity, heating and cooling technologies, solid, liquid and gas fuels, batteries and services linked to the consumption of this energy must ensure the following message is clearly audible or legible in the advertisement: *'Energy is our future; let's not waste it.'*

RETAIL

Advertisements for special offers are permitted under the following conditions:

The item(s) being advertised must be clearly identifiable. If this is an item that may or may not include accessories, this needs to be stated clearly.

Example: *'Bed linen = one duvet cover 140/200 cm and two pillowcases 50/50 cm'*

The duration of the offer must be clearly specified, e.g. *'from 1 to 10 September'* or *'until 20 September'*...

If the offer relates to a certain stock level, this must also be clearly mentioned: *'while stocks last'* or *'subject to availability'*.

It is possible to state competitors' prices, provided the number of signs and the date on which the prices were recorded are specified.

Example: *'Prices taken from five retailers in week 24, 2020'*.

There is no need to state the date or a reference to stock levels for prices that are permanently low.

All the relevant conditions for purchasing the product at the stated price must be clearly specified in the advertisement.

Example: *'Buy two of product X and get the third half-price'* or *'when you scan your customer card'*, etc.

As a reminder, the Swiss Regulation on the Announcement of Prices (PBV) applies.

LOANS

The following 10 pieces of information must be given when the advertisement is quantified with an interest rate.

- Interest rate
- Type and character of the loan
- Information about all costs included in the loan (processing fees, etc.)
- Maximum loan amount
- Annual interest amount
- Term of the loan
- Total amount owed by the borrower
- Monthly payments
- Insurance costs (per month)

The message is as follows: *'A loan is an obligation and must be paid back. Review your ability to make repayments before you enter into an obligation.'*

If the advert does not contain figures (interest rate, maximum amount, etc.) the following two messages need to be included:

'Subject to your application being accepted...' (or something similar, analogous) and

'A loan is an obligation and must be paid back. Review your ability to make repayments before you enter into an obligation.'

FOOD FOR INFANTS AND TODDLERS

One of the following health-related statements must be included in advertisements for follow-on foodstuffs (baby food after weaning/to supplement milk):

- *'Alongside milk, water is the only drink that is essential for our body.'*
- *'Movement and play are crucial for your child's development.'*

TOYS

The written, audible or visual description of toys may not be misleading in terms of the toy's characteristics (e.g. power, speed, durability, stability, measurements).

The advertisement must clearly specify if parts (e.g. batteries, paints, additional accessories) need to be bought separately.

The advertisement must state 'requires batteries' if the toy is not purely mechanical.

VIDEO GAMES AND DVDs

Pan European Game Information (PEGI) stipulates the legal age for games. Its logo must be clearly visible in the advertisement.

The sentence 'minimum age...' must be included for videos and DVDs. These advertisements are subject to limitations regarding the programmatic context and scheduling.

MEDICATIONS

Advertisements for over-the-counter medications are permitted. Licences and approvals must be obtained from Swissmedic in advance. The advertiser is responsible for ensuring this permission is sought prior to the date of first broadcast.

Obligatory warnings must be added, depending on the Swissmedic category (see EPuM)
'This is a medication, ask your doctor or pharmacist...'

Advertisements for medications and care products may not give the impression that this product is being recommended or sold by a doctor or pharmacy.

COSMETICS

An advertisement for cosmetics may not make any therapeutic or medical claims.

The principles of fairness, accuracy and clear presentation must be complied with and every assurance must be grounded in evidence.

GAMBLING

Advertisements for gambling may not glamourise gambling, trivialise gambling or encourage players to engage in excessive, disproportionate amounts of gambling that could put players at financial, social or psychological risk.

The advertisements must not be shown in a context where young people are likely to see them (this includes within the 30 minutes before or after a programme targeted at young people). It is highly recommended to include the sentence:

'Only for people aged 18 and over. Play responsibly. Playing entails risks, isolation, debt and addiction. Contact the hotline for the association...'

BANNED SECTORS

- Political advertising
- Religious advertising
- Advertising for certain protected professions: lawyers, doctors, etc.
- Sexuality/pornography
- Tobacco
- Alcohol
- Drugs
- Fossil fuels
- Literary works

If any forms are unclear or you have any unanswered questions, your Admeira account manager would be happy to help.

Should you require explanations regarding these guidelines or technical support, please contact our logistics partner Anyscreen Ads. (www.anyscreenads.com)

This document is non-binding and for informational purposes only.

TF1 Publicité in Paris shall decide on the permissibility of every advertisement.

Please note the lead times for TV advertisements.