

TF1 GROUP ADVERTISING GUIDELINES – SWISS ADVERTISING SLOTS

Admeira AG exclusively markets Swiss advertising slots on TF1 Group TV channels. The business relationship between advertising clients and Admeira AG is subject to the General Terms & Conditions.

Admeira AG employees will help you comply with the guidelines and are available at all times to answer any questions.

In accordance with the MEDIA Agreement between Switzerland and the EU, the country-of-origin principle applies. As the advertising slots of the TF1 Group are broadcast from France, French advertising law generally applies. In cases in which Swiss law is more restrictive, it must be applied.

These advertising guidelines are intended to help you create advertisements. They are based on the recommendations of the advertising regulator ARPP and the standard practice of the TF1 Group. They are not comprehensive. In the event of doubt, you may submit your questions or storyboards to us.

GENERAL POINTS THAT APPLY TO ALL SECTORS:

LEGIBILITY

All information and corrections must be clearly legible under normal conditions.

In order to be clearly legible under normal conditions (sufficient time to read), the text must be displayed horizontally and the characters used must:

- be sufficiently large
- have normal character spacing
- appear in an easily legible font (this font does not have to be used throughout the entire spot)
- have a colour that forms a suitable contrast with the background; for example, avoid a light colour if the ad has a light-coloured background.

FRENCH

The *Loi Toubon* (law on the use of the French language) states that with a few exceptions, such as the precise name of a product or product range, foreign-language expressions must be translated into the corresponding French term without requiring a literal translation.

Slogans that accompany a brand must be translated in accordance with the *Loi Toubon*, even if they are officially registered.

Errors in French must be corrected.

Text on the packaging does not have to be translated unless it is emphasised through the font or the soundtrack.

ADVERTISING LANGUAGE AND ADVERTISING CLAIMS

The use of superlatives; for example, the first, the leading, the best, the number one (No. 1), the specialist, etc.

The use of these phrases or similar wording must be based on unequivocal evidence.

Similarly, all statements on product results and/or customer satisfaction must be based on unequivocal evidence.

Furthermore, the word 'new' may only be used for products that are actually new, either in whole or in part. The use of this term is limited to one year as standard.

SOURCE REFERENCES

If surveys and/or market research and results are mentioned, the source must be named. The source must be integrated into the spot so that it is clearly legible, and must include the following points:

Market research:

- Name of the institute (e.g. Nielsen)
- Study number (if applicable)
- Study time period (e.g. August 2020; 01/02/2020–31/08/2020).

Example: *'Study conducted by AC Nielsen, Swiss market, week 34/2020, updated regularly'*

Surveys:

- Who conducted the study?
- How many people were surveyed?
- Where was the survey conducted? (Switzerland, Germany, Austria, Europe, etc.)
- When was the study conducted?

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

DANGEROUS BEHAVIOUR

The advertisement may not show any dangerous behaviour, any behaviour that could be perceived as dangerous, or any situations or behavioural patterns that would require this kind of behaviour.

Example: crossing the street without using a pedestrian crossing, driving without a seat belt, dancing dangerously close to the edge of a roof, improper handling of dangerous products, etc.

Close attention must be paid to the depiction of children and to advertisements aimed at children.

Example: children riding bikes without helmets, children playing dangerous games, children playing carelessly at the side of the road, children climbing on a bookshelf, etc.

IMAGES AND OBSERVATION OF PRIVACY RIGHTS

Advertisements may not offend the sensibility of others, or shock or provoke the general public by depicting the image of a person violating human dignity or common decency.

Be careful with depictions of: nudity, stereotypes (country of origin, religion, gender), violence, subjugation, dependency.

The depiction of illegal behaviour or actions is prohibited.

ENVIRONMENTAL PROTECTION

Advertisements may not contain any depictions that could trivialise or dignify practices or ideas that run counter to the goals of sustainable development.

EATING HABITS

Balanced nutrition must be depicted.

No excessive consumption.

No snacking in place of meals.

DEPICTIONS OF SCREENS

No scenes may be shown that involve consumption in front of a screen.

DEPICTIONS OF ALCOHOL, TOBACCO OR DRUGS

No reference may be made to any of these topics.

Examples: the name of a well-known brand of alcoholic drink, bottles of alcohol in the shot, scenes in which alcohol is consumed, glasses that are clearly being used for the consumption of alcohol, cigarette smoking, actions that are connected with any of the above-mentioned substances.

Spoken and written references are prohibited.

CURRENCIES

If a price is specified, the currency in question must be clearly specified. For this reason, the currency must be specified either verbally (off-screen narration) or in writing. Example: *'CHF 1,200'* or *'Price in Swiss francs'*.

CASH

The depiction of cash (notes and coins) is prohibited, in particular in connection with sales, contests and competitions.

The depiction of money in a poetic or historic context (e.g. children depositing money in a piggy bank) is permitted.

CARS

In terms of car advertising, ensure that no actions contrary to traffic regulations are depicted (e.g. driving without a seat belt, driving too fast, aggressive driving, endangerment of other road users, etc.).

The advertisement may not use speed as a sales argument or depict reckless or fast driving in an attractive manner. **This applies both to visual representations and statements set to music or depicted in writing.**

In terms of content, car advertisements must not be strictly limited to engine performance or the speed of the vehicle.

In terms of safety, the standard precautions that must be observed by every driver may not be violated. Environment: Vehicles may not be shown driving off-road.

Thematic links:

The following written information must be included in advertisements for leasing offers:

'A loan is a liability and must be repaid. Before taking out a loan, make sure that you are able to repay it'
As with all other obligatory information, this statement must also be clearly legible. The word 'leasing' does not need to be translated. The relevant information is still compulsory with an interest rate of 0%.

Further general rules that must be observed for car advertisements:

- The exact name of the model must be shown.
- Information about the CO₂ values are only compulsory if the advertisement refers to fuel consumption or CO₂ emissions (e.g. 'very low emissions').
- If a price for a car is specified in a TV spot, it must correspond to the vehicle shown. If the price of the vehicle shown is higher than the price stated, the price of the vehicle shown must also be indicated.
- If the available options for the vehicle are not included in the price, the phrase '*Options not included*' is required.
- In terms of trade-in prices or special offers, the length of validity must be specified.

ENERGY

Energy suppliers, suppliers of HVAC technology and solid, liquid and gas fuels, battery manufacturers and providers of services connected with the consumption of corresponding forms of energy must include the following message audibly or legibly: '*Energy is our future. So we must conserve it.*'

RETAIL

Advertising for promotions or special offers is permitted under the following conditions:

The item(s) included in the special offer must be clearly identifiable. If the special offer applies to an item that could include accessories, it must be clear whether these accessories are included in the offer. (e.g. bedlinen set = one duvet cover 140×200 cm and two pillowslips 50×50 cm).

The promotional period must be specified.

Example: '*From 1 to 10 September*' or '*Until 20 September*'...

If the promotion or special offer is limited to a specific number of items, this must also be clearly specified: '*While supplies last*' or '*Subject to availability*'.

Competitors' prices may be named as long as the number of retail chains and the date on which the prices were raised are specified.

Example: '*Price increase at five retail chains in week 24/2020.*'

If prices are permanently lower, the date and amount of inventory do not need to be specified.

All the important conditions for the purchase of the product at the price indicated must be clearly stated in the advertisement.

Example: '*Buy two items and get a third for half price*', '*Only with your store card*', etc.

The Ordinance on Price Indication (PIO) applies.

CONTESTS

A contest can be mentioned in a TV spot as long as no purchase is necessary. The complete phrase *'No purchase necessary to enter'* must be included.

All essential conditions of participation (duration, price, task, stages of the contest) must be specified.

LOANS

Details must be provided of the following 10 points if the TV spot specifies an interest rate:

- 1) Interest rate
- 2) Type of loan
- 3) Information about all costs included in the loan (fees, etc.)
- 4) Maximum loan amount
- 5) Annual interest amount
- 6) Loan duration
- 7) Total amount owed by the borrower
- 8) Monthly payments
- 9) Insurance costs (per month)
- 10) The following statement:

'A loan is a liability and must be repaid. Before taking out a loan, make sure that you are able to repay it.'

If the TV ad does not specify any figures (interest rate, maximum amount, etc.), it must include the following two messages:

'Subject to approval of the loan application' (or a similar/equivalent statement), and

'A loan is a liability and must be repaid. Before taking out a loan, make sure that you are able to repay it.'

FOOD FOR BABIES AND YOUNG CHILDREN

To advertise follow-on feed (food given to babies after weaning or in addition to baby food), one of the following health messages must be included:

- *'In addition to milk, children do not need any drinks other than water.'*
- *'Play and exercise are essential for your child's development.'*

TOYS

The written, visual or spoken description of toys may not give rise to any misperceptions of the properties of these toys (e.g. in terms of performance, speed, shelf life, durability, size).

If parts of the toy (e.g. batteries, colours, accessories) must be purchased separately, this must be clearly stated in the advertisement.

It must also include the statement *'works with batteries'* if the toy does not work mechanically.

VIDEO GAMES AND DVDS

The advertisement must include the official Pan European Game Information (PEGI) age recommendation for the respective game. The logo must be clearly displayed in the ad.

For videos or DVDs, the information *'Minimum age of ... years'* must be included. The applicable programming and time restrictions for the spot in question must be observed.

MEDICATIONS

Over-the-counter medications may be advertised. The corresponding approval and permission from Swissmedic must be obtained beforehand. The advertising client is responsible for ensuring that the necessary approval has been obtained before the date of the first broadcast.

Depending on the Swissmedic category, mandatory warning information must be included (refer to the Medicinal Products Advertising Ordinance, MPAO) *'This is a medication...'*

Advertising for pharmacy chains is prohibited.

TV spots for medications and personal care products may not give the impression that the product has been recommended or sold by a doctor or pharmacy.

GAMBLING/BETTING

Advertisements for gambling or betting may not encourage, trivialise or induce excessive gambling or any practices that could endanger the player financially, socially or mentally.

These advertisements are prohibited during children and youth programming and 30 minutes before and after these programmes.

We strongly encourage you to add the following statement:

'Players must be 18 or older. Always gamble responsibly. Gambling involves risks and can lead to isolation, indebtedness or dependency. Please contact ... at the following number ...'

PROHIBITED

- Political advertising
- Religious advertising
- Advertising for certain professions: lawyers, doctors, etc.
- Sex/pornography
- Tobacco
- Alcohol
- Drugs

Your Admeira account manager is happy to address any questions or doubts you may have.

If you are uncertain about anything connected to these guidelines, or if you need the help of an expert, our logistics partner Anyscreen Ads is happy to help. (www.anyscreenads.com)

This document is for informational purposes only and is not binding.

TF1 Publicité in Paris decides whether or not an ad will be approved.

Please observe the applicable deadlines for TV spots.