



Broadcasting Act 1981

1981 CHAPTER 68

PART I

THE INDEPENDENT BROADCASTING AUTHORITY

Special provisions relating to the Fourth Channel

13 Advertisements on the Fourth Channel.

- (1) The programmes broadcast by the Authority on the Fourth Channel for reception in the area of any TV programme contractor may, so long as the provisions of this Act are complied with in relation thereto, include advertisements provided for insertion therein by that contractor in consideration of payments to him.
- (2) The contract of every TV programme contractor shall be framed so as to give him the right, in consideration of payments made to the Authority and so long as the provisions of this Act are complied with in relation thereto, to provide advertisements for inclusion in the programmes broadcast by the Authority on the Fourth Channel for reception in his area.
- (3) For any period in which programmes are to be broadcast on the Fourth Channel for reception in the area of a TV programme contractor it shall be the duty of the Authority to make suitable arrangements—
 - (a) for the contractor to receive advance information about the programmes other than advertisements which are to be so broadcast in that period and about the periods which will be available for the broadcasting of advertisements; and
 - (b) for the inclusion, in the programmes so broadcast in that period, of advertisements provided for the purpose by the contractor in the exercise of his right to do so under his contract.
- (4) In relation to the programmes broadcast by the Authority on the Fourth Channel, the provisions of sections 8 and 9 (together with Schedule 2) shall have effect with the following modifications, that is to say—
 - (a) section 8(1) shall not apply;

*Changes to legislation: There are currently no known outstanding effects
for the Broadcasting Act 1981, Section 13. (See end of Document for details)*

- (b) section 8(2) shall apply to orders for the inclusion by a TV programme contractor of advertisements among those provided by him for insertion in those programmes;
 - (c) section 8(9) and the reference to section 8(9) in section 8(6), shall not apply;
 - (d) section 9(4) and, in section 9(5), the words from “and directions under subsection (4)” onwards shall not apply.
- (5) Where two or more TV programme contractors share the same area, the preceding provisions of this section shall, in the case of each of them, apply as if the only programmes broadcast or to be broadcast by the Authority on the Fourth Channel for reception in that area were those so broadcast or to be broadcast in periods in respect of which his contract gives him the right and the duty to provide programmes or parts of programmes for reception in that area on ITV.

Modifications etc. (not altering text)

C1 Ss. 11, 12, 13 modified by [Broadcasting Act 1990 \(c. 42, SIF 96\)](#), s. 129, Sch. 11 Pt. II paras. 3(4), 4

Changes to legislation:

There are currently no known outstanding effects for the Broadcasting Act 1981, Section 13.