
STATUTORY INSTRUMENTS

2010 No. 831

The Audiovisual Media Services
(Product Placement) Regulations 2010

Restriction on product placement in television programme services and on-demand programme services

6. In section 362 of the 2003 Act (interpretation of Part 3), in subsection (1), after the definition of “OFCOM’s standards code” insert—

““product placement” has the meaning given by paragraph 1 of Schedule 11A;”.