

Advertising Placement Legislation: Finland

Please verify whether the information is still correct and make changes/additions where necessary.

A. Advertising Airtime	Private Radio	Public Radio
Does your national legislation refer to a maximum amount of advertising time?	Yes	No
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>	<i>10% of daily transmission time, if 24 hr broadcast, max advertising 2 h 24 min</i>	No
Does your national legislation refer to a maximum hourly amount of advertising time? <i>If yes, please detail the maximum hourly amount of advertising and answer the question: 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>	No In 2 consecutive transmission hours, max 24 min of advertising	No
B. Programme Interruptions		
Can you, according to your national legislation, interrupt programmes with advertising breaks?	Yes	No
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)?		
C. Minimum length of a programme for an interruption		
As a general rule, must the programme be of minimum length in order to be interrupted by an advertising break?	No	No
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,	/	No

children programmes, or any other type of programme (please specify)?

Must there be a minimum interval between two advertising breaks?

No

No

If yes, please indicate the minimum length.

D. Number and length of breaks

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

No

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

No

Do any other rules apply?

No

No
