

14 August 2015

Adam Minns  
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TONY CLOSE  
Director of Content Standards, Licensing and  
Enforcement

Dear Adam

### **Scheduling of Television Advertising: Approaches to Enforcement**

Thank you for your letter of 24 July 2015 to Claudio Pollack, sent on behalf of COBA members, relating to our statement of 9 July 2015 "*The Scheduling of Television Advertising: Approaches to enforcement*".<sup>1</sup> Claudio has asked me to respond on his behalf.

As you know, in our statement we confirmed that revisions to our Code on the Scheduling of Television Advertising ("COSTA") would come into effect on 1 November 2015. We also informed stakeholders that we would undertake enforcement action using an EPG-based approach to determining the scheduled duration of programming from that date.

You have requested an extension to the date on which Ofcom will use an EPG-based approach to enforce the rules in COSTA. You have explained that in this particular case the implementation period set by Ofcom poses significant operational and commercial challenges for certain broadcasters. Specifically, you have stated that in many cases commercial arrangements lasting into 2016 are already in place and note that some broadcasters may need to undertake an extensive exercise of editing content in order to secure compliance.

I welcome the indication in your letter that COBA members are now taking specific actions to comply with the COSTA rules. Having regard to the specific challenges identified in your letter, and the active steps that COBA members are taking to secure compliance with the rules, we have decided on this occasion to change the implementation date of the revised COSTA to **1 April 2016**. We will also enforce the rules by using the EPG approach to determine scheduled duration from this date.

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<sup>1</sup> <http://stakeholders.ofcom.org.uk/binaries/consultations/scheduling-adverts/statement/costa-statement.pdf>

Please note that as licensees will have over seven months from the date of this letter to make arrangements, we do not consider that any further extension is likely to be warranted.

A copy of your letter and this response will be published our website.

Yours sincerely



Tony Close