

Note to Broadcasters

Television advertising around coverage of the coronation of King Charles III

The coronation of King Charles III will take place on Saturday 6 May 2023, with several other related events scheduled over the bank holiday weekend of 6-8 May 2023. We understand that commercial television broadcasters may wish to show coverage of these events and that this may impact on the amount of advertising that they transmit during this period.

Rule 14 of the Code on the Scheduling of Television Advertising ('COSTA') states that: "Broadcasts of a formal Royal ceremony may not include advertising or teleshopping breaks during the ceremony." Coverage of the ceremony, which is expected to take approximately one hour, can therefore not be interrupted by advertising.

We recognise that some broadcasters may also decide to schedule less than usual or no advertising during related content (e.g. coverage of events directly before and after the formal ceremony). In light of this and the operational challenges involved, Ofcom wants to assist broadcasters by providing clarity on our approach to applying COSTA in these specific circumstances.

COSTA reflects that Ofcom may grant limited exemptions to the rules that restrict the amount of advertising that a broadcaster is permitted to transmit across one day (Rule 3 and Rule 4). Subject to approval from Ofcom, this enables broadcasters to transfer unused minutage to other parts of its schedule.

The exemption states that broadcasters must recoup unused advertising within seven days of the date that it was forfeited. However, we acknowledge that depending on the amount of airtime allocated to the coverage of these events, this timeframe may be insufficient. We will therefore consider proposals to recoup forfeited advertising over a longer period subject to the following:

- **the exemption applies only to recoupment of advertising time forfeited during the broadcaster's coverage of events related to King Charles III's coronation;**
- **the recouped advertising must be of a similar or less value to that forfeited and must be broadcast on the same service;**
- **broadcasters must continue to comply with other rules of COSTA (e.g. in no circumstances should recoupment result in a broadcaster showing more than 12 minutes of advertising in a clock hour);**
- **recoupment must be completed within a reasonable timeframe taking into account the amount of advertising to be recouped and the scope for unused advertising minutage to be inserted in the relevant channel's schedule; and**
- **broadcasters must submit their recoupment proposals in writing to Ofcom.**

Ofcom will consider specific circumstances when determining whether to accept recoupment proposals. However, fairness and consistency will remain important factors in any decision.

Proposals or any related queries should be submitted to minutagerecoupment@ofcom.org.uk as soon as possible.