

# Guide for Youtubers and Video Bloggers about Labelling of Advertisements

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The Broadcasting Act includes rules concerning hidden advertising, product placement and sponsorships. These rules apply for those who post videos on their own separate channel. If you do not follow these rules, you risk financial penalty, coercive fines or time-limited prohibition of sending advertisements in your videos.

## Advertising and product placement

If you receive money or other benefits for presenting or talking about a product or service in the video, you must label the video in writing with “reklame” or “annonse” (“advertisement”) or “produktplassing” (“product placement”). Examples of benefits other than money include:

- You receive the product or service free of charge
- You receive the product or service on loan
- You receive the product or service at a reduced price especially for you
- You receive special invitations to various events such as launches

The way you produce the video will determine how it must be labelled:

**Option A:** If you are marketing the product in your video, for instance if the product is the main focus, if you recommend that people purchase the product or if you praise it, you must clearly label the video “reklame” or “annonse” (“advertising”) either before you present the product or at the beginning of the video.

**Option B:** If the product is not the main focus of the video, and the video mostly consists of other content, you must clearly label the video “P – Inneholder produktplassing” (“P – Contains product placement”) both at the beginning and end of the video. In this instance, you cannot advertise the product by recommending that people purchase it, or by praising it.

Advertisement links must be labelled “reklame” or “annonse” (“advertisement”) in writing.

## Sponsorships

If you are paid to produce a video without the video containing advertising for the party who paid you, and you also do not discuss or present their products or services, this constitutes a sponsorship. The sponsor cannot have any influence over the content of the video.

The sponsor must be clearly identified at the start and/or end of the programme. Examples of identifying the sponsor include “Sponsored by X”, or “Thanks to X for the contribution”.

[Click here for more information about labelling videos](#)