


Guide for Youtubers and Video Bloggers about Labelling of Advertisements






If you produce videos that contain advertising and publish them on YouTube or other video sharing platforms, you are obligated to label them. This applies if you earn money from or receive other benefits from presenting products or services in the videos. The viewers must be aware of which videos contain advertising so they know that someone wants to influence them to purchase something.

The Broadcasting Act includes rules concerning labelling of advertisements, sponsorships and product placement, and these rules apply to those who post videos on their own channel. This guide gives advice on how to label your videos in order to fulfil the requirements as stated in the Act.

If you advertise in other social media where primarily text or photos are used, you must follow the rules of the Marketing Control Act. This applies for mediums such as blogs, Facebook, Instagram, Twitter and Snapchat. The Office of the Consumer Ombudsman enforces the Marketing Control Act. [Click here](#) to read their guide regarding labelling of advertising in social media.

You should take particular care when you present products that may be interesting to children and young people, since this is a group that is easily influenced. Advertising aimed specifically at children is forbidden.

Below you will find examples of how you must label your videos in various situations.



You buy the product yourself = not advertisement

If you have bought the product or service you want to discuss in the video yourself, and you do not have any agreement with an advertiser, you can choose how you discuss and display the product. This will not be advertising and it is therefore not necessary to label the video. The precondition is that you bought the product at the regular price or with a discount given to everyone.

You are paid to present a product in the video = advertisement or product placement

If you receive payment or other benefits for displaying or talking about a product or service, this is advertising.

Examples of other benefits include receiving products or services free of charge, on loan, at a reduced price especially for you or you participate in events. In such instances you may be expected to display the product or service in your video to market it to your followers. When you market the product, this is “the payment” for the benefit you received.

A product or service may include products like cosmetics, clothing, video games, mobile phones, prizes you give out, travels and hotel stays.

Hidden advertising is not permitted. You must therefore label the video.

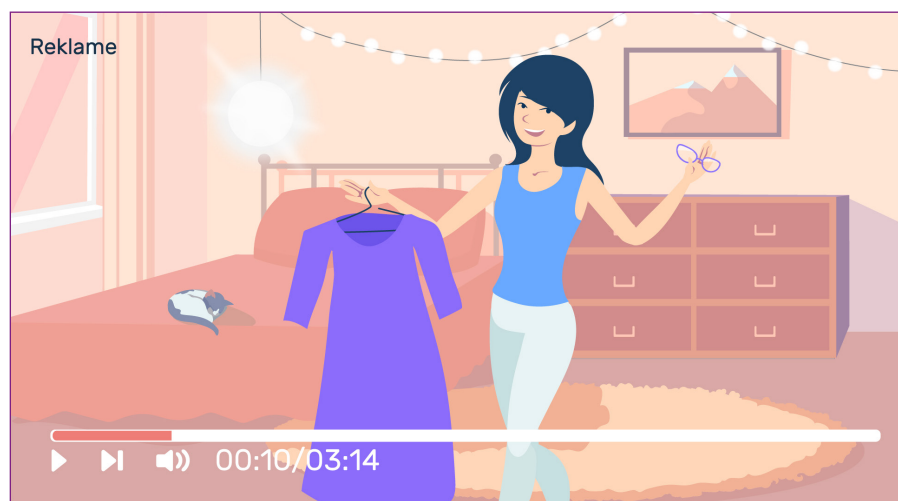
The way you produce the video will determine how it must be labelled:

Option A: The product is the main focus of the video = advertising

If the actual product or discussion of the product is the main focus of your video, or you recommend that people purchase the product, or you praise it, the video is primarily advertising. The video must be labelled in writing on-screen, either before you present the product or at the beginning of the video.

In order to gain additional credibility and trust from your viewers, you could also verbally mention the advertising collaboration.

- Use the term “reklame” or “annonse” (“advertisement”)
- The label must be clear enough, large enough and must appear long enough on-screen for the viewers to acknowledge it
- The label must be clearly visible against the background
- The title of the video or the video’s information field should also state that the video contains advertising
- It is not enough to merely refer to the fact that the video was produced in “cooperation with...”
- You cannot use the expression “sponsored by...”. Read more about sponsorships below



Option B: The product is not the main focus of the video = product placement

Your video mainly consists of editorial content, for instance a story you tell.

In this instance, the product is not the main focus; however, the product is visible or referred to. You do not advertise the product in the video by recommending that people purchase it, or by praising it.



In this instance, the marketing is called product placement, and the Broadcasting Act contains separate rules for how to label this.

- You will have to label the video in writing “P- Inneholder produktplassing” (“P - Contains product placement”) both at the start and end of the video
- The label must be visible for at least four continuous seconds
- The label must be sufficiently large and entirely clear against the background so that it can be easily read

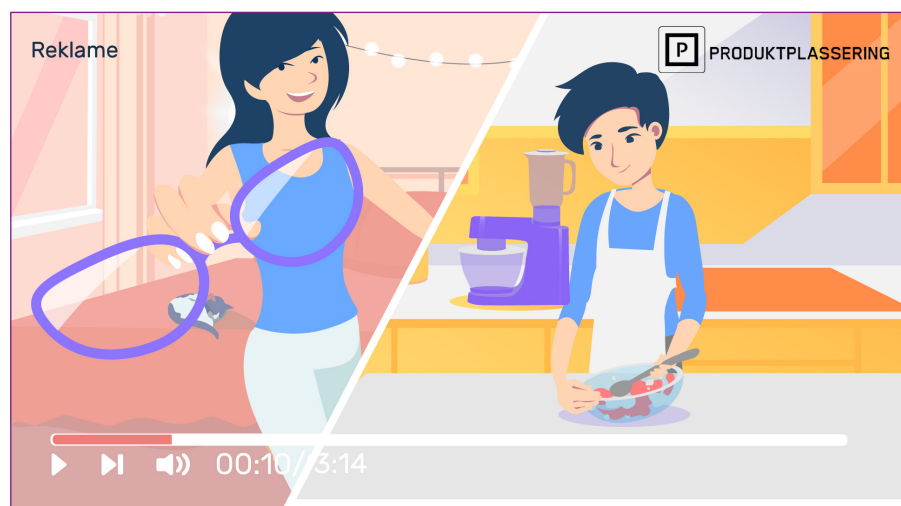
[The Norwegian Media Authority has created a label that you can freely use.](#)

You include links to sales outlets = advertising

If you include links to websites where the product can be purchased, this is advertising, and you must disclose this to your viewers. As regards the links themselves, it must be clear in writing that the links are ads.

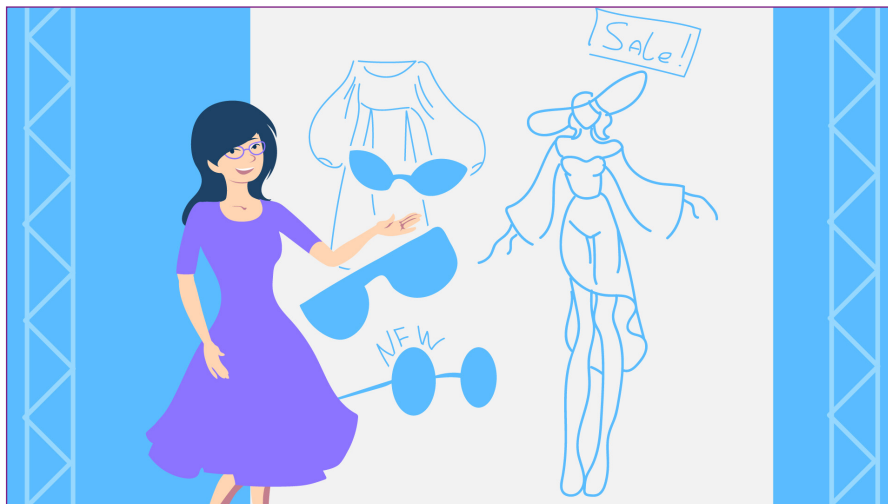
If you receive a share of the profits every time anyone buys the product via the relevant link, you could also make this clear to your viewers.

- Use the term “reklame” or “annonse” (“advertisement”) in connection with the links



Sponsorships

If you are paid to produce a video without the video containing advertising for the party who paid you this constitutes a sponsorship. If you are sponsored, you must identify your sponsor. If you are sponsored, the sponsor cannot have any influence on the content of the video, and you cannot discuss or demonstrate the sponsor's products or services.



The Act does not consider sponsorships as advertising.

- The sponsor must be identified in a clear manner at the start and/or end of the programme. Examples of identifying the sponsor include “Sponset av X” (“Sponsored by X”), or “Takk til X for bidraget” (“Thanks to X for the contribution”).
- You can disclose the sponsor verbally or in writing.

If the contribution is given in order for you to produce a video containing advertisement or product placement for the sponsor's products or services, you must label the videos as mentioned in Option A or B above.

Consequences for breaches of the rules

The Norwegian Media Authority will enforce your compliance with the rules of the Broadcasting Act. If the rules are violated, this may have consequences for you, for instance in the form of an administrative fine, a coercive fine or suspension from being able to display advertising.

Other rules

Some of the videos and programmes you post on your YouTube channel or video blog must be labelled with an age limit.

You are also required to post easily visible contact information.

[You can find information about this here.](#)

Publisher: Norwegian Media Authority
Graphic design: Bly AS
Illustrations: Animér
ISBN 978-82-91977-61-4

Contact:

www.medietilsynet.no
www.facebook.com/medietilsynet
www.twitter.com/medietilsynet
post@medietilsynet.no

