

Ofcom
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The Danish Radio- and Television
Board

February 23, 2011

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Direct phone: 3373 3334

Att.: Chris Owen, Licensing Executive, TV Broadcast Licensing

Reports on advertising minutes on TV 3, TV 3 PULS, and TV 3+

Dear Chris Owen,

The Radio and Television Board is referring to the reports on breaches of the AVMS Directive limit for advertising minutes per hour by TV 3, TV 3+ and TV 3 PULS sent to Ofcom on November 18th 2010.

The Radio and Television Board has subsequently been made aware that these reports – in addition to advertising minutes – include sponsorship minutes. Thus, the reports of November 18th overstate the extent of overruns of the 12 minutes of advertising permitted under the AVMS Directive.

Therefore, The Board has come to the conclusion that the reports are misleading and that in the period of the report only a few overruns have taken place.

Even though the official audience measurement system in Denmark, the Gallup TV-Meter system, allows for a distinction between ordinary spots and sponsorship spots, TV 3 has decided not to report which spots are sponsorship spots, but reports all spots as ordinary spots to the TV-Meter system. Hence, even though filtering on sponsorship spots in the TV-Meter analysis, these spots were not excluded from the reports sent to Ofcom.

The Board was unfortunately not aware of this fact until after the reports were sent to Ofcom.

The Board apologizes to Ofcom and Viasat for this mistake and the misunderstandings caused by it.

Yours sincerely

Christian Scherfig
President of the Board

This letter is sent cc to:

Viasat Broadcasting UL Ltd., Building 11, Floor 2, Chiswick Business Park
566, Chiswick High Road London W4 5Xr UK

and

TV 3 A/S, Mileparken 20 A, 2740 Skovlunde, Denmark