**Advertising & Sponsorship**

**WHAT DOES THE BSA COVER?**

(BSA stands for Broadcasting Standard Authority)

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| **What does the Broadcasting Standard Authority cover?**  | **What does the BSA NOT cover?**  |
| **The BSA standards regime apply to any programme content and any promos/trailers for programmes broadcast in the following transmission methods:** Apart from programme content, the BSA also regulates election advertisement broadcast on television or radio during election periods.  | * **Advertisements (except for election ads and promos for programmes)**[**Advertising Standards Authority *(external)***](http://www.asa.co.nz/)***Note!***
* Complaints about the sound volume of advertisements should be directed to the relevant broadcaster[Broadcaster Links](https://bsa.govt.nz/broadcasters/broadcaster-links)
* Programmes broadcast outside of New Zealand[International Directory of Media Regulators*(external)*](http://www.international-television.org/regulation.html)
* Programmes which have not yet been broadcast[Broadcaster Links](https://bsa.govt.nz/broadcasters/broadcaster-links)
* Scheduling or general quality of programmes[Broadcaster Links](https://bsa.govt.nz/broadcasters/broadcaster-links)
* Pre-classification of programmes by broadcaster[Broadcaster Links](https://bsa.govt.nz/broadcasters/broadcaster-links)
* On-demand internet content[Broadcaster Links](https://bsa.govt.nz/broadcasters/broadcaster-links)
* News content on broadcaster's websites that has NOT also been broadcast on TV or radio[Online Media Standards Authority (OMSA)](http://omsa.co.nz/)
* Reception problems[Kordia](https://www.kordia.co.nz/contact?hsCtaTracking=771b9795-a19b-4f1d-ab91-f44d702834aa%7Ca5151eb3-1104-4cc5-b587-8fa1e3531606)

[Radio Spectrum](https://www.rsm.govt.nz/)(for radio)* Telecommunications regulation[Commerce Commission](http://www.comcom.govt.nz/regulated-industries/telecommunications/)
* Censorship of films and other forms of publication[Office of Film and Literature Classification](https://www.classificationoffice.govt.nz/)
* Print publication

[Press Council](http://www.presscouncil.org.nz/)* Copyright issues[Copyright Council](http://www.copyright.org.nz/)

[Ministry of Business, Innovation and Employment](http://www.mbie.govt.nz/)* Teletext
 |
| **Free-to-air television programmes**   | **The Free-To-Air Television Code** applies to the following programme contents broadcast in all Freeview Channels such as: * TV ONE
* TV 2
* TV 3
* FOUR
* Māori Television
* U
* C4
* PRIME
* Choice, etc.

Link to the Free-to-Air TV code - <https://bsa.govt.nz/standards/free-to-air-television-code>.  |
| **Pay television programmes**  | **The Pay Television Code** applies to the following programme contents broadcast in the following pay television channels: * Sky Network Television
* World Television
* Vodafone Television

(The Broadband TV service is currently only available in Wellington and Christchurch)Link to the Pay Television code - <https://bsa.govt.nz/standards/pay-television-code>  |
| **Radio programmes**  | **The Radio code** applies to the following programme contents broadcast in the following radio channels: * Flava
* George FM
* Mai FM
* Newstalk ZB
* Niu FM
* Radio New Zealand
* The Rock

Link to the Radio Code - <https://bsa.govt.nz/standards/radio-code>  |
| **Online Streaming** (or online transmission methods)  | Online streaming (a.k.a. online transmission method) includes programme contents of the following channels: *New Zealand Broadcasters* * ThreeNow
* TVNZ ONDemand
* Lightbox (owned by Spark New Zealand)
* Neon
* Quick flix (Australia & New Zealand)

Overseas Broadcasters * Netflix
* Quickflix
* Amazon Prime

You can make a complaint about on-demand content ONLY if it has been previously broadcast on television or radio and that you can supply ALL the details of the original broadcast (i.e. name of the broadcaster, channel or station, date and time of the broadcast. The BSA has oversight of Neon as there is an MoU arrangement between Neon and the BSA. Other than the above, online streaming does not fall into the category of any of the BSA standards. If the content has only appeared through online streaming service, either being broadcast by NZ broadcaster or other subscription providers (e.g. Netflix, Lightbox, etc).  |

References: Broadcasting Standards Authority. *What We Cover*. https://bsa.govt.nz/complaints/making-a-complaint/what-we-cove