



Guidelines for screening marketing material of audiovisual programmes in cinemas and on TV

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The age rating of the marketing material of audiovisual programmes, such as trailers and advertisements of programmes, may not be higher than the age rating for the programme with which it is screened.

Classification of marketing materials for audiovisual programmes

When classifying trailers and advertisements of programmes, criteria are interpreted more strictly than in other types of audiovisual programmes. This is because their harmful content often stands out due to the lack of narrative context, and also because the harmful content can stick in the viewer's mind as disjointed and unexplained fragments. They also always come as a surprise to viewers.

In cinemas: Film trailers and age flexibility

Trailers shown before a film in cinemas are difficult for children, because they cannot prepare for them in advance. They are especially challenging for children brought into the cinema under the age flexibility rule. An adult who accompanies a child younger than the age rating cannot evaluate the content of the trailers in advance or prepare the child for the frightening or otherwise harmful content of the trailers. Therefore, in addition to the age rating, the genre and the target audience of the films advertised in the trailers should be taken into account when placing trailers.

Trailers shown in public spaces must be suitable for people of all ages (S).

On TV: Advertising TV programmes

Television companies are committed to considering the viewing habits of children of various ages as well as protection of children when scheduling programmes broadcast before 9 pm. In addition to age ratings, television companies must therefore take into account the type (genre and target audience) of programmes with which programme advertisements are placed. For example advertisements for thrillers or horror series must not be shown in connection with children's programmes or with programmes exempt from classification but popular among children.

Programme advertisements broadcast in connection with audiovisual programmes exempt from age classification should be suitable for people of all ages during those hours when children normally watch television.

These guidelines are based on the Act on Audiovisual Programmes (710/2011).