

Note to broadcasters

Ofcom's approach to television advertising minutage recoupment following the death of Queen Elizabeth II

Following the death of Queen Elizabeth II, many commercial television broadcasters made significant changes to their schedules, including reducing or removing advertising. This note sets out Ofcom's approach to applying the [Code on the Scheduling of Television Advertising](#) (COSTA) following this period.

Recognising that there are occasions when a broadcaster may show less advertising than it had scheduled (e.g. for reasons of good programme presentation), COSTA reflects that Ofcom may grant limited exemptions to the rules that restrict the average amount of advertising the broadcaster is permitted to transmit (Rule 3 and Rule 4).

In these exceptional circumstances, Ofcom will grant a limited exemption to broadcasters from Rules 3 and 4 of COSTA to enable them to recoup advertising minutage that they have forfeited in this period, subject to the following:

- the exemption applies only to advertising forfeited between 8-19 September 2022 (inclusive) – broadcasters must be able to demonstrate to Ofcom that the advertising losses were incurred during this period;
- recoupment must be completed within one month of the day of the Queen's funeral, i.e. by clock hour 0600 on 20 October 2022;
- the recouped advertising must be of a similar or less value to that forfeited;
- broadcasters must continue to comply with other rules of COSTA (e.g. in no circumstances should recoupment result in a broadcaster showing more than 12 minutes of advertising in a clock hour); and
- broadcasters must submit their recoupment proposals in writing to Ofcom.

Ofcom will consider specific circumstances should an individual broadcaster wish to extend or pause this limited exemption period. However, fairness and consistency will remain an important factor in any decision.

Broadcasters should note that they must meet the conditions set out above to qualify for the limited exemption, and in other circumstances Ofcom will continue to enforce Rules 3 and 4 of COSTA accordingly.

Proposals for recoupment and any queries about this approach should be sent to: minutagerecoupment@ofcom.org.uk