

Article 15

Where a television business accepts title sponsorship, the dimensions of the name, logo, trademark, brand, or related graphics of the sponsors' products, services, businesses, agencies (institutions), groups, or persons shall not appear larger than the logo of the television business.

Where a television business broadcasts a sports or arts and cultural event program, the dimensions of the name, logo, trademark, brand, or related graphics of the sponsors' products, services, businesses, agencies (institutions), groups, or persons shall not appear on more than one half of the screen, and the sponsor's information shall not obscure or affect the progress of the event. However, the aforementioned graphics may appear on the whole screen at such appropriate times as an entrance procession, change of venue, pause, or half time, etc.

The frequency of the appearance of sponsor's information in the preceding paragraph shall conform to the principle of proportionality and shall not affect the rights of viewers; each appearance shall not exceed three seconds and shall not be accompanied by audio. However, the appearance of sponsor's information in an appropriate position on the screen displaying such data as scoreboards shall not be subject to time limitations.