

Guidelines for the labels and perceptibility of these in scripted reality formats

Voluntary principles of conduct of private television broadcasters

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A. Language modules for classification

Basic modules:

- “The case/story/plot is purely fictitious/freely recounted.”
- “All acting persons are purely fictitious.”
- “(Freely) told based on a real/actual story/occurrence/event.” or “Recounted based on a real/actual story/occurrence/event.”

The wording can use either the singular or plural. For example:

- “Freely recounted based on an actual event.”
- “The stories are purely fictitious.”

Variation possibilities:

The modules can be combined with one another. For example:

- “The story and the persons are freely recounted.”

The modules can be put in concrete terms. For example:

- “The stories of our *lawyers* are purely fictitious.”
- “The *criminal cases* are recounted.”

The modules can be expanded with additional information. For example:

- “*Book: Author team film pool.* All acting persons are purely fictitious.”

B. Modules for perceiving classifications

Placement of classifications:

- The placement of the classification occurs in the closing credits. A label at the start of the programme is optional.
- Placement of the classification insert occurs at the start of the closing credits.
- If the closing credits are comprised of several individual fade-ins, the placement occurs in the first individual fade-in.
- If the closing credits consist of a connected text field, the classification insert is placed at the start of the text field. Title, logo, and name of the broadcasting format and the TV programme as well as mandatory fade-ins may be placed above the label insert.

Font:

- The classification should be easily readable in terms of size, colour, and duration of fade-in. The duration of the fade-in depends on the length of the classification information.
- The font size of the label can be freely chosen. However, it should not be smaller than the following text display. If the label stands isolated in one half of the screen, the font size of running text in the other half of the screen may be larger.
- The typography and colour of the corporate design of the format or TV programme may be adopted.

C. Scope of application

The broadcasters conscientiously select the most suitable wording and placement for the respective format. They can put the language models into concrete terms and combine them with reference to the specific format. Both modules should be used for all newly produced programmes starting immediately. Completed programmes and repeats of such programmes may be broadcast as before. Repackaging is not necessary. For formats that have not yet been broadcast and have already produced their closing credits, reformatting is also not necessary.

The guidelines for classification and perceptibility of these in scripted reality formats are the result of a joint discussion group with representatives of the conference of supervisory board chairmen of the state media authorities and VPRT member companies. The VPRT (association of private broadcasting and telecommunication services) will announce the modules to members and work towards enforcing these. An evaluation of the guidelines will occur in one year's time (20 September 2015).