



# commercial practice manual

2013

São Paulo, September 2013

You are receiving the new version of the Commercial Practice Manual, a document consolidating the best practices, legal and ethical standards governing Globo's marketing activities, effective October 2013.

Updates to the content of this Manual may be necessary and will be communicated through the Newsletter for Advertisers (BIP), communiqués from the General Business Management (DGN), and the website [negocios.redeglobo.com.br](http://negocios.redeglobo.com.br).

An electronic version of the Commercial Practice Manual is also available on our website.

# Introduction

The primary purpose of this Manual is to provide the advertising market with a compilation of best practices, legal and ethical standards governing Globo's commercial activities. Advertisers and agencies will find on the next pages clear, stable, and consistently applied standards, which will allow them to safely plan, buy, and place advertising.

The relevance and value of the investments made by our clients, supported by a wide network of prestigious advertising agencies and producers, as well as by Globo TV Network – present throughout Brazil -, have made commercial activities increasingly complex and sophisticated, hence the need to systematize them.

Broadcast television is the dynamic and instant medium par excellence, and its sales and placement processes have some peculiarities. One of those peculiarities is that commercial time available to advertisers is limited, highly perishable, and non-renewable because it cannot be stored.

As the leading channel in Brazil, Globo's content reaches millions of households, and its commercial breaks are also structured to match the preference and confidence of both advertisers and viewers, broadcasting information about legitimate products and services that are useful and relevant to the general public.

Updates to this Manual will be published through the Newsletter for Advertisers (BIP), communiqués from the General Business Management, and the website [negocios.redeglobo.com.br](http://negocios.redeglobo.com.br).

The Manual is organized into three chapters: the first provides guidance on placement of advertising; the second deals with viewers, cast, and advertisement formats; and the third refers to various legal requirements, self-regulatory standards, and best practices applicable to the market, especially the Brazilian Advertising Self-Regulatory Code and the Standard Norms for Advertising Activities.

Globo TV Network supports and implements the self-regulatory standards and agrees to accept decisions made by CONAR (National Advertising Self-Regulatory Board) – [www.conar.org.br](http://www.conar.org.br) - and by CENP (Standard Norms Executive Committee) - [www.cenp.com.br](http://www.cenp.com.br). Those regulations, as well as the provisions of this Commercial Practice Manual, the Manual of Advertisement Formats, and the Price List, are incorporated into all advertising placement contracts with Globo and are binding upon the stations, as well as the advertisers and their agencies.

Globo may reject or stop airing any message that conflicts with the legal and self-regulatory standards for advertising, TV Globo's Principles & Values on video, its editorial, corporate, and business guidelines, its programming direction, or the provisions of this Manual.

If the production of a given advertisement raises questions about the criteria set out in this Manual, the scripts/storyboards may be required to be submitted to the sales team of the relevant market, for prior assessment. That assessment does not eliminate the need to examine the materials produced. Please contact the sales team for additional information.

In case of any conflict between this English and the Portuguese version of this Manual, the latter shall prevail.

Please send your comments and suggestions directly to:

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# ▶ Commitment to the integrity and security of broadcasting





## 1.1 PRICES

Transactions with advertisers and their agencies, independent brokers and intermediaries are based on the then-current Price List and cash sales. Full payment is made at the time of purchase.

Purchases with a schedule that exceeds the validity period of a given Price List will be automatically adjusted to the price list in effect at the time of placement, on the same business terms.

Whether the transaction is with a direct advertiser or arranged by an advertising agency, independent broker or intermediary, the price and conditions do not vary.

Invoices for spots must be paid upon presentation. The period allowed for the agency/advertiser to examine the documentation does not change its character as a cash sale.

## 1.2 NON-CANCELABLE PURCHASE

All sales are subject to non-cancellation, given that broadcasters need to plan the duration and occupation of breaks and also ensure that the advertisers' messages are placed, regardless of their industry and budget size.

Purchases at Globo will be subject to registration approval and require a prior commercial agreement.

Purchase maps document the purchase of media and must include the business terms; otherwise they will not be processed.

Once availability for the desired spots has been confirmed or accepted by the agency/advertiser, the purchase maps will become unchangeable and non-cancelable.

In exceptional circumstances, an advertiser may replace the scheduled advertisement with another of its product/service line if the original media schedule is maintained and the delivery dates of the material and the other guidelines in this Manual are met.

Please contact the sales team.

If the material does not comply with the standards of this Manual or the applicable laws or is subject to a court order or CONAR's recommendation to ban, the advertiser will have the option to replace it, subject to the delivery dates specified in the Price List. Otherwise, billing will be processed normally, and the advertiser will not be entitled to any credit, deduction, or offset.

See items 1.2.1, 1.3, and 3.3 of this Manual.



### 1.2.1 STANDARDIZATION OF PURCHASE MAPS

Globo's commercial activity involves dates, stations, programs, formats etc. In order to ensure clarity, precision, and speed, Globo adopts standard procedures and terminology.

Thus, Globo TV Network will consider unwritten any instructions, reservations, remarks, and stipulations that are included in purchase maps, insertion orders (IO), and/or any other documents issued for the same purpose whose content conflicts with their operational, financial, and marketing policies and standards, which consistently govern their relationships with advertisers and advertising agencies in general.

If a printed purchase map is submitted incomplete, the missing information must be supplied by a new purchase map – with the same original media schedule – to be submitted to Globo within the following timeframes (whichever is earlier):

- (a) within five days after confirmation of purchase; or
- (b) until the business day preceding the first broadcast.

For purchase maps transmitted by SIS.COM, Globo will confirm the purchase, and the advertising agency will validate the transaction electronically, within the following timeframes:

- (a) within five days after Globo communicates the purchase amount to the advertising agency; or
- (b) until the business day preceding the first broadcast, if the purchase amount has already been communicated.

Failure to comply with the above timeframes will automatically void the negotiation and, as a result, the amounts specified in the then-current Price List will be billed. Failure or delay in delivery or difference in amounts will not result in a change in due dates of invoices nor in the period to check the relevant documentation.

If the purchase map indicates the applicable Price List and the other business terms, it will not be necessary to specify the amounts.

SIS.COM operates on the Internet environment and serves as a platform for electronic commercial transactions with pre-qualified advertising agencies and also allows them to monitor their transactions with Globo.

For features of SIS.COM, see details on the Price List - Important Notes.

For the validity of the Price List, see item 1.1.



## 1.2.2 BILLING VIA AGENCY

The placement price will be billed to the advertiser, through its agency, less agency's compensation.

Basis: Article 15 of Decree No. 57690/66, Article 19 of Law No. 12232/10, and Standard Norms for Advertising Activities, item 1.12.

Release is conditional upon payment of the invoices for the placement and of the authorizing agency's compensation.

See items 3.7 and 3.7.4 of this Manual.

## 1.3 MATERIALS

The quality and integrity of Globo's programming require compliance with high technical, legal, and ethical standards, even in commercial breaks.

Addition to the advertising schedule will be subject to verification of compliance with the provisions of this Manual. This process may require time, and sometimes the advertiser/advertising agency may be contacted. Upon completion of this stage, Globo will schedule the broadcasts.

The material must be submitted in accordance with the technical standards for broadcasting, applicable laws, advertising self-regulations, and rules of this Manual.

Examination of the material does not relieve the advertiser and agency from liability for its content or is binding on Globo, which may refuse to broadcast it in the circumstances described in this Manual, even if the material has been previously aired.

Any non-conforming material may be replaced within the timeframes specified on the Price List.

For technical standardization of materials, delivery timeframes and locations, see Price List - Broadcast Material.



## 1.4 PROGRAMMING CHANGES

Globo's primary commitment is to the quality and integrity of its programming, designed to gain the viewing public's preference and the advertising market's trust.

When programming changes are necessary and there is sufficient time, the advertiser and/or its advertising agency will be notified as soon as possible and may choose one of the following alternatives:

- (a) placement in the replacement program;
- (b) offset in the same program on a different date;
- (c) offset in another program of equivalent value; or
- (d) deduction of the amount from the invoice.

Some changes may be made without sufficient time for prior notice. In this case, Globo will seek to find the best technical/operational solution for the advertiser, which will be notified at the earliest opportunity.

## 1.5 BROADCAST FAILURES

In case of a broadcast failure, one of the following procedures will be adopted, with the consent of the agency and/or advertiser, as applicable:

- (a) offset in the same program on a different date;
- (b) offset in another program of equivalent value; or
- (c) deduction of the amount from the invoice.

No offset, deduction, or refund of the amount paid will apply if placement does not occur due to: failure to deliver the material, inability to broadcast caused by insurmountable technical defects, rejection/ban of the placement by court order or CONAR's recommendation, violation of applicable laws, noncompliance with advertising self-regulations or standards established in this Manual.

### 1.5.1 SHOWDOWN

Confirmation by Globo TV Network of any failure using the so-called showdown ("TIRA-TEIMA") may be requested after ten days following the broadcast date but not more than 60 days after the month of broadcast, which is the period during which SIS.COM database is retained. The request for showdown must be supported by a report, which may be obtained by the interested party from qualified suppliers.

In case of any failure within the claim period specified above, without deduction from the invoice, Globo will offer one of the following options to the advertiser/agency:

- (a) refund of the amount of the insertions paid and claimed; or
- (b) offset by offering double media time in the same broadcaster/program, to be used within 60 days after discovery of the failure.

The showdown is valid only for regular programming, not events.



## 1.6 AIRTIME LEASE

Globo does not lease airtime/programs or engage in any agreement allowing others to operate its business.

# ▶ Respect for viewers, cast and advertisement formats



The effort to maintain Globo Quality Standard in commercial breaks is a way of respecting the viewing public's interests and ensuring the efficiency of advertisers' messages. The principles and criteria set forth below must be understood as a mean to achieve such objectives:

## 2.1 ADVERTISEMENT FORMATS

The formats marketed by Globo TV Network are listed in the Manual of Advertisement Formats, published by the General Business Management.

See Manual of Advertisement Formats at [negocios.redeglobo.com.br](http://negocios.redeglobo.com.br)

## 2.2 ADVERTISEMENT PLACEMENT CRITERIA

### 2.2.1 JOURNALISTIC FORMAT

An advertiser's message cannot be confused with information/editorial of journalistic programs. Accordingly, the label "Informe Publicitário" (that is, "Advertising Material") is required when an advertising message can be mistaken for news. This is not required for advertisements with lettering or for messages in journalistic format that are from the beginning unmistakably recognizable, as advertising by the use of the advertiser's brand on the scenery, microphone body, costumes etc.

Basis: TV Globo's Principles & Values on video - Title 3, item G.

See items 2.2.3 and 3.12 of this Manual.

Technical specifications for adding the label "Advertising Material" are shown on the Price List.

### 2.2.2 RIGHT OF REPLY

Globo will not air, in breaks, messages refuting, correcting, or expressing support for any news story or editorial content appearing in its programs or in other media outlets.

If and when applicable, the "right of reply" will be exercised, on Globo, in editorial spaces.



### 2.2.3 SPEECH BY A GOVERNMENT OFFICIAL

Speeches, messages, and communications from government officials and bodies must be clearly identified as “Advertising Material”.

In order to inform viewers, the following information must appear in the first seconds of such announcements: “Speech by the Hon. Governor...”, “Speech by the mayor of...”, “Communication from the Ministry of...” etc.

Basis: TV Globo’s Principles & Values on video - Title 3, item G.

See items 2.2.1 and 3.12 of this Manual.

Technical specifications for adding the label “Informe Publicitário” (“Advertising Material”) are shown on the Price List.

### 2.2.4 ADVERTISEMENT LEADING TO ANOTHER ADVERTISEMENT

An advertising message leading to another must clearly indicate that it will not be broadcast as part of the program, but in its commercial break.

Example: “Watch on Sunday, during the break of Fantástico”.

### 2.2.5 CAST APPEARANCE IN ADVERTISEMENTS, JOURNALISM PROFESSIONALS, AND USE OF PROPERTY RIGHTS

Placement on Globo of advertising messages featuring its cast members, using characters and/or property rights/elements of creation and production that, directly or indirectly, recall its programs/ audiovisual works will be governed by the principles and criteria set forth below, which apply to competing stations, where appropriate:

For Property Rights, Characters, and Cast, contact the sales team.





### 2.2.5.1 APPEARANCE OF CAST MEMBERS IN ADVERTISEMENTS

“Personal appearance” of cast members and others under contract with Globo in advertising messages is permitted, subject to the rules on placement contained in this Manual, which are incorporated into their contracts.

For placement purposes, “personal appearance” means one in which the name, image, and/or voice of a member of the “permanent cast” is used in an advertisement without direct or indirect association with a character/role or property right/program.

For Property Rights, see item 2.2.5.2 of this Manual.

This Manual defines a member of the “permanent cast” of a given program as any actor, host of an entertainment program, humorist, character, staff commentator or expert who regularly appears in an entertainment program or “segment” of a program of that genre broadcast by Globo.

The status of member of the “permanent cast” of the program can result in restrictions broadcasting.

For simultaneous appearance in product placement and advertisements, see item 2.3.1 of this Manual.

Please contact the sales team.

An advertisement featuring a member of the “permanent cast” cannot be placed in breaks of that program. This restriction does not apply to:

- (a) occasional personal appearance in a program/“segment”;
- (b) the cast of the soap opera being broadcast in the program ‘Vale a Pena Ver de Novo’ and any reruns of programs;
- (c) appearance of actors/actresses and hosts in messages/promos related to institutional projects initiated or endorsed by Globo;
- (d) any person/professional who has obtained Globo’s prior express authorization.

Members of the “permanent cast” cannot appear together in the same advertisement/campaign as long as their program is being broadcast, subject to the contractual restrictions and other standards of this Manual. This condition also applies to cast members of competing stations.

This restriction will cease to apply 60 days after the airing of the last episode/edition/chapter/program.

For restrictions on Journalism professionals, see item 2.2.5.3 of this Manual.

Please contact the sales team.



### 2.2.5.2 PROPERTY RIGHTS

Property rights mean titles, brands, sceneries, promos, tracks, catchphrases, formats, and any other elements or forms of characterization known to be associated with a given program/ audiovisual work, in video or audio.

Placement of an advertising message utilizing any property rights to create such association with a program of Globo or a competing station will be rejected, unless permitted by any license agreement with Globo.

This restriction also applies to any medium, whether audio or video, currently existing or that may exist, and especially applies to parodies and imitations.

For Property Right Licenses, see item 2.2.5.7 of this Manual.

Because the evaluation of Property Rights can involve conceptual or legal considerations, it is advisable to contact the sales team in advance.

### 2.2.5.3 JOURNALISM PROFESSIONALS

Journalists, hosts, and commentators who are permanent members of Globo's Journalism team with regular and effective presence in programs of that genre are prohibited from appearing in commercials/advertising messages in general, in any medium, whether audio or video. Advertisements featuring any such professionals will be rejected for broadcasting. Such restriction applies even to parodies and imitations.

The restrictions imposed on the permanent Journalism team do not apply to experts hired as "guest commentators" (e.g. doctors, economists, lawyers, sportspeople etc.), who have their participation limited to specific segments/projects. As long as they are hired as "guest commentators", their appearance in advertisements will require Globo's prior express authorization, and any placement will be subject to the rules contained in this Manual, which are incorporated into their contracts.

It is advisable to submit the script/storyboard to the sales team in advance.

See item 2.2.5.1 (d) of this Manual.

See TV Globo's Principles & Values on video.

See Organizações Globo's Editorial Principles.



#### **2.2.5.4 CHARACTERS**

Placement of an advertising message using a character of a program of Globo or intended to recall a character/program of Globo or competing stations will be rejected if it:

- (a) reproduces the program character through an imitation, drawing, or animation;
- (b) reproduces the character in situations experienced by him/her in a program;
- (c) borrows typical elements of a character, including, but not limited to, catchphrases, expressions, and mimes.

This restriction also applies to any medium, whether audio or video, currently existing or that may exist, and especially applies to parodies and imitations.

It is advisable to submit the script/storyboard to the sales team.

#### **2.2.5.5 REALITY SHOW PARTICIPANTS**

Advertising messages featuring a participant of any reality show may be placed on Globo if they are broadcast after 60 days from the airing of the last episode/edition/chapter/program.

Please contact the sales team.

#### **2.2.5.6 HUMOR SHOW CAST**

The restrictions contained in item 2.2.5.1 will apply to the placement of advertisements using characters of Globo humor shows and/or their performers, unless they are expressly allowed.

It is advisable to submit the script/storyboard to the sales team in advance.

#### **2.2.5.7 LICENSED BRANDS, CHARACTERS, AND PROPERTY RIGHTS**

Placement on Globo of advertising messages exploiting brands, characters, and property rights owned by Globo must comply with the terms of the applicable license agreement, as well as the standards of this Manual.

For the License portfolio, please contact the sales team.



### 2.2.6 JOINT ADVERTISEMENT

A joint advertisement is one that provides, in audio and/or video, advertising benefits to more than one advertiser, brand, product, or service, even if attributes are not explicitly stated in the advertising.

Prices charged by Globo are for a single communication of one client and of a specific product/service or product line under the same brand.

In order to protect its interests and maintain the quality and efficiency of breaks, Globo TV Network will adopt specific criteria to evaluate circumstances in which co-advertising is not accepted or may be accepted subject to an extra charge.

See Price List.

For formats that do not allow for co-advertising, see the Manual of Advertisement Formats.

Please contact the sales team.

### 2.2.7 COMPARATIVE ADVERTISING

Comparative advertising is subject to specific ethical standards.

For comparative advertising, see Article 32 of the Brazilian Advertising Self-Regulatory Code.

Comparative advertising may amount to co-advertising.

See item 2.2.6 and the Price List.

Please contact the sales team.

### 2.2.8 ADVERTISEMENTS WITH PHONE NUMBERS

Advertisements providing phone numbers must clearly state, in audio and/or video, their Area Code or Country Code.

An advertisement stating the code of a telephone carrier will be classified as a joint advertisement.

See item 2.2.6 and "Joint Advertisement" in the Price List.

### 2.2.9 MANUFACTURERS' ADVERTISEMENTS

A manufacturer's communication (whether institutional or on products or services) cannot mention its wholesale/retail representative.

### 2.2.10 MESSAGES OF RELIGIOUS SERVICES

Messages of religious services will merely invite the faithful to liturgical events and services and communicate their place, date, and time.



## 2.3 PRODUCT PLACEMENT

Globo may develop product placement actions in particular programs.

See the Price List and Manual of Advertisement Formats.

Please contact the sales team.

### 2.3.1 SIMULTANEOUS APPEARANCE IN PRODUCT PLACEMENT AND ADVERTISEMENTS

When a cast member is hired to star both product placement actions and advertisements of the same client, Globo may exercise discretion to protect its content and ensure proper exposure of its cast member.

It is advisable to contact the sales team.

### 2.3.2 IDENTIFICATION IN PRODUCT PLACEMENT

In internally produced contents, the brand/company paying for the product placement action will be named after the program's author credits.

For identification in advertising, see item 3.12 of this Manual.

### 2.3.3 RESTRICTIONS ON PRODUCT PLACEMENT

In internally produced contents, Globo does not accept product placement actions or indirect advertising:

- (a) in programs specifically produced or broadcast for the child audience;
- (b) of smoking products or alcoholic beverages;
- (c) of drugs and health treatments;
- (d) of a political or religious nature;
- (e) designed to promote ideas, causes, theories, or that may be confused with Globo's institutional or editorial stance.

See TV Globo's Principles & Values on video - Title 10/Sensitive Topics - items 10.1 and 16.4.

Brazilian Advertising Self-Regulatory Code - Article 3 and items 3 to 5.

## 2.4 IN-ARENA ADVERTISING

Globo's commercial portfolio includes static advertising, virtual advertising, and "arena property rights" in stadiums, sports arenas, and concerts.

Please refer to the sales team and Manual of Advertisement Formats.

For Ambush and "Free-Rider" Marketing, see item 3.1 of this Manual.



## 2.5 RIGHTS TO MAJOR EVENTS

Holders of advertising and commercial exploitation rights to events impose restrictions on use.

For use of copyright, arena, image, and industrial property rights related to events, please contact their holders. This category covers 2014 FIFA World Cup Brazil™, Rio 2016 Olympic Games™, and Formula 1™, among others.

In such context, because the review of materials involves conceptual and contractual considerations (on the relationship between the entity/promoter and advertiser), Globo may, before the placement, request the advertiser to prove the validity of its commercial use or advertising rights.

See items 3.10 and 3.11 of this Manual.

## 2.6 INCENTIVE FOR CULTURAL SHOWS AND ENTERTAINMENT

Globo supports Brazilian artistic and cultural expressions both in its programming and in commercial breaks by offering special conditions to promote them.

Please contact the sales team to announce concerts, theater plays, art exhibitions, recitals, ballet performances, book launches etc.

## 2.7 SPECIFIC BREAK

The choice of a particular program break to place an advertisement will depend on technical availability and operational facilities.

For placement in a specific break, see the Price List.

Globo does not sell fixed positions in commercial breaks.

## 2.8 TANDEM ADVERTISEMENTS

Where more than one advertisement of a client is scheduled to broadcast in the same program, Globo will do its best not to broadcast them in tandem, that is, one immediately after another.



## 2.9 COMPETITORS' ADVERTISEMENTS

Where possible, Globo will seek to position advertisements of competing products/services in different breaks. For that purpose, it needs to be informed in advance of the products/services being advertised.

However, when there are more scheduled advertisements of competitors than breaks available, broadcasters will not have another option but to position them in the same break and, sometimes, in tandem.

## Chapter 3

# ▶ Compliance with the laws, self-regulations and advertising ethics





### 3.1 PLACEMENTS: PRIVATE LAW RELATIONSHIPS

Placement agreements do not involve a consumer relationship; the legal relationship is governed by the Civil Code, laws governing advertising and commercial self-regulations.

Basis:

Civil Code, Law No. 4680/65 and Decree No. 56690/66, and Law No. 12232/10.

Standard Norms for Advertising Activities: [www.cenp.com.br](http://www.cenp.com.br).

### 3.2 CONFIDENTIALITY

In order to respect the privacy and communication strategies of its clients, Globo will ensure appropriate treatment of the data, information, questions, scripts, commercial proposals, agreements, terms and conditions of the transaction and agrees to keep them confidential.

Therefore, it expects the same treatment from advertisers and agencies.

### 3.3 ADVERTISER'S RESPONSIBILITY

An advertiser has legal and ethical responsibility for the content of its advertising messages, including in case of product placement contracts. Such content must comply with the legal requirements, especially those of the Consumer Code (CDC), and recommendations of the Brazilian Advertising Self-Regulatory Code.

Basis:

Consumer Code.

Article 45, "a" of the Brazilian Advertising Self-Regulatory Code, [www.conar.org.br](http://www.conar.org.br).

For product placement, see item 2.3 of this Manual.

#### 3.3.1 COPYRIGHTS, RELATED RIGHTS, BRANDS ETC.

Globo TV Network is not party to the agreements with advertisers, advertising agencies, producers, and holders of copyrights, related rights, image, arena, intellectual and industrial property rights, or any other rights involved in the processes of creation, production, and printing of the advertising works to be broadcast.



### 3.4 CONAR, ADVERTISING ETHICS AND SELF-REGULATION

In keeping the purpose of making advertising an economically useful and socially relevant service, the market has adopted the Brazilian Advertising Self-Regulatory Code and set up CONAR to defend the right to advertise and freedom of commercial speech; ensure the integrity of commercial advertising and that is free from censorship; allow consumers free access to ethical, honest, true, accurate commercial information in accordance with the laws of the country.

Globo TV Network adopts advertising self-regulations and recognizes the legitimacy of CONAR to review and hear ethical violations committed in advertising messages of any kind. By authorizing the commercial placement on a Globo affiliate station, advertisers, advertising agencies, independent brokers and intermediaries agree to abide by the provisions of this Manual and, therefore, submit to the decisions of CONAR's Ethics Committee. The fact of not being affiliated to that entity is no excuse.

### 3.5 RELATIONSHIP AMONG ADVERTISERS, AGENCIES, AND STATIONS

An advertiser can arrange for advertising placement on Globo either directly or through an advertising agency of its choice, which will represent it before Globo TV Network.

The provisions of this item apply also to independent intermediaries and brokers.

#### 3.5.1 APPOINTMENT OF AGENCIES

In order to be represented by an agency, an advertiser must execute an Appointment Letter and submit any additional documentation that may be requested.

This formality will enable the agency to establish a business relationship with Globo TV Network, authorize the placement of advertisements, sign sponsorships and other formats, submit materials for broadcasting, receive and pay advertising placement invoices issued to and in the name of the advertiser, to the care of the appointed agency.

Request a Model Appointment Letter to the sales team.

Globo TV Network establishes separate and direct relationships with each agency. Therefore, commercial demands of groups/conglomerates of agencies and their holding companies will not be considered.

Basis:

For relationship with a direct advertiser, see item 1.1 of this Manual.

For typical activities of an advertising agency and obligations to clients and stations, see Article 3 of Law No. 4680/65, Articles 6 and 15 of Decree No. 57690/66.

Standard Norms for Advertising Activities - items 3.1.6 and 4.9.



### 3.6 PUBLIC SECTOR ADVERTISERS

Public sector advertisers are subject to specific laws.

Basis:  
Article 37, Paragraph 1, of the Federal Constitution.  
Law No. 12232/10.

Appointment of complementary service providers (Article 14 of Law No. 12232/10) does not apply to general media outlets.

### 3.7 CENP, BEST PRACTICES AND STANDARD NORMS FOR ADVERTISING ACTIVITIES

Commercial relationships between advertisers and media outlets, intermediated by advertising agencies, independent brokers, or intermediaries are governed by specific laws and the Standard Norms for Advertising Activities.

Basis:  
Law No. 4680/65, Decree No. 57690/66, and Decree No. 4563/02.  
Standard Norms for Advertising Activities.

Globo implements the Standard Norms for Advertising Activities and accepts the recommendations of the CENP (Standard Norms Executive Committee).

#### 3.7.1 COMPENSATION OF CENP-CERTIFIED AGENCIES

An agency holding a Technical Qualification Certificate issued by the CENP will be entitled to a 20% “standard agency discount” on the amounts of invoices for spots arranged by it on Globo TV Network.

Basis:  
Article 3 of Law No. 4680/65, Article 7 of Decree No. 57690/66, as amended by Decree No. 4563/02, Article 19 of Law No. 12232/10.  
Standard Norms for Advertising Activities - items 1.3, 1.10 to 1.12, 2.5, 4.1, and 5.1.

#### 3.7.2 COMPENSATION OF UNCERTIFIED AGENCIES, BROKERS, AND INTERMEDIARIES

Globo compensates uncertified agencies, independent brokers, and intermediaries in accordance with the Standard Norms for Advertising Activities.

Basis: Standard Norms for Advertising Activities - item 5.1.



### 3.7.3 DIRECT ADVERTISERS

Direct clients will not be entitled to the “standard agency discount”.

Basis:  
Article 11, Sole Paragraph, of Law No. 4680/65.  
Standard Norms for Advertising Activities - items 2.5.1 and 4.3.  
  
See item 1.1 of this Manual.

### 3.7.4 DEL CREDERE

The “standard agency discount” granted by Globo is on a *del credere* basis and makes the advertising agency jointly and severally liable for the payment of its clients’ spots.

Basis:  
Article 17 of Law No. 4680/65, item 12, of the Code of Ethics of Advertising Professionals.  
Article 698 of the Civil Code.  
Standard Norms for Advertising Activities - item 2.4.

## 3.8 USE OF SIGNAL FOR PROMOTIONAL PURPOSES

Globo may authorize or deny the use of its audio and video signal for commercial, promotional, and advertising purposes at public places. If and when such authorization is granted, the interested party will be required to reproduce the original content of Globo’s programming in its entirety, including its commercial breaks, without cuts, interruptions, or insertions.

Basis: Article 95 of Law No. 9610/98.  
  
Questions in this regard may be referred to the sales team.

## 3.9 REGISTRATION OF ADVERTISING WORKS

Any advertising audiovisual work is required by law to be registered with ANCINE (National Cinema Agency) before its placement and, if applicable, to pay Condecine (Contribution tax for the Development of the Film Industry).

The advertiser must cause the identification clapperboard to record the appropriate CRT (Title Registration Certificate) number, assigned by ANCINE.

ANCINE may require proof of compliance with the applicable standards.

Basis:  
Provisional Measure Act No. 2228-1/01, as amended by Law No. 12485/11, Law No. 10454/02, and normative instructions issued by ANCINE.  
[www.ancine.gov.br](http://www.ancine.gov.br).

Placement of any material submitted for broadcast that does not comply with ANCINE’s requirements will be rejected or suspended. Billing will be processed normally, and the advertiser will not be entitled to any credit, deduction, or offset.

See items 1.2 and 1.3 of this Manual.



### 3.10 SPORTS EVENTS AND BROADCASTING

Globo invests in the acquisition of broadcasting rights for sports competitions and coverage of this genre. In addition to assuming inherent business risks towards national and international organizations and promoters, it enters into contracts with advertisers, which concertedly wish to derive legitimate advertising benefits for their brands, through broadcast sponsorship, arena property, and other advertisement formats. Globo condemns ambush and “free-rider” marketing.

### 3.11 AMBUSH AND “FREE-RIDER” MARKETING

Globo will refuse to provide improper and illegitimate advertising benefits, defined as those derived from “ambush marketing”, actions to take parasitic advantage or generate the so-called “spontaneous media”, done unknowingly, by encroaching on editorial or commercial space of broadcasts of any kind (news, sports, political, religious, or cultural). For that purpose, Globo will take technical and legal measures to protect its rights and ethics in advertising.

Basis:

Article 31 and Sole Paragraph of the Brazilian Advertising Self-Regulatory Code.

For FIFA World Cup Brazil 2014™, see Law No. 12663/12.

For Rio 2016™ Olympic Games, see Articles 6 et seq. of Law No. 12035/09.

### 3.12 IDENTIFICATION

An advertising message must be placed in such a way that consumers can easily and immediately recognize it as such. Accordingly, it will always be identified by the sponsoring brand/company.

Basis:

Article 36 of the Consumer Code.

Brazilian Advertising Self-Regulatory Code - Articles 28, 29, and Sole Paragraph.

For identification of the brand/company in product placement, see item 2.3.2 of this Manual.

For journalistic format, see item 2.2.1 of this Manual.

For the “Informe Publicitário” (“Advertising Material”) label on speeches of officials, see item 2.2.3 of this Manual.



### 3.12.1 TEASER

An advertisement/campaign designed as a teaser will not require the advertiser's identification. Its broadcast will depend on the schedule of the other campaign pieces, so that Globo may have information on the product/service and other elements to be revealed to TV viewers.

Basis:  
Article 36 of the Consumer Code.  
Brazilian Advertising Self-Regulatory Code - Article 9 and Paragraph 2, and Article 28.

### 3.13 RETAIL AND INSTALLMENT SALES

An advertisement for installment sales must clearly state the cash price of the product, number and amount of installments, total cost, interest rate, and other financial charges for consumers.

Basis:  
Articles 31 and 37 of the Consumer Code.  
Article 1 of Law No. 6463/77 and, where applicable, Resolution No. 3517/07, as amended by Resolution No. 3909/10, both of the Central Bank of Brazil.  
Brazilian Advertising Self-Regulatory Code - Article 27, Paragraph 3.

### 3.14 PORTUGUESE LANGUAGE

Advertising messages must be in Portuguese. If there is content in a foreign language, Globo may request the advertisement to be translated or subtitled.

Basis:  
Article 31 of the Consumer Code.  
Article 27, Paragraph 6, "a", of the Brazilian Advertising Self-Regulatory Code.

### 3.15 ADVERTISED PRICES

Advertised prices must be expressed in local currency.

Basis:  
Articles 31, 52, 53, and Paragraph 3, of the Consumer Code.



### 3.16 CHILDREN AND ADOLESCENTS

The appearance of minors in advertising films must comply with the specific laws.

Basis:  
Article 149 of the Statute of Children and Adolescents (ECA) - Law No. 8069/90.

In respect to children and adolescents, Globo:

- (a) does not accept product placement actions or indirect advertising in its own productions intended for the child audience;

Basis:  
TV Globo's Principles & Values on video - item 11.3.  
Brazilian Advertising Self-Regulatory Code, Article 7 and items 3 to 5.  
See item 2.3.3 (a) of this Manual.

- (b) does not broadcast, in its breaks, imperative incentives for consumption in advertisements of products/services targeted at children and adolescents, or broadcast, in breaks of programs specifically produced or broadcast for the child audience, advertisements promoting lottery tickets or the like, weapons, ammunitions, smoking products, alcoholic beverages or other products with ingredients that can cause physical or psychological dependence; firecrackers or fireworks, or publications with inappropriate content.

Basis:  
Article 81, item VI of the ECA and Law No. 9.294/96.

### 3.17 SHOWS AND ENTERTAINMENT

Advertisements of movies, theater plays, shows, and general entertainment are required by law to clearly state, in audio and/or video, the official advisory rating.

Basis:  
Article 220, Paragraph 3, item I, of the Federal Constitution.  
Article 253 of the ECA.

Questions should be referred to the Department of Justice, Rating, Titles and Classification, of the National Secretariat of Justice.

Address: Esplanada dos Ministérios – Bloco T – Anexo II, 3º andar, sala 322  
telephone (61) 2025-3330 – fax (61) 2025-3425 | [www.mj.gov.br/classificacao](http://www.mj.gov.br/classificacao).

Globo offers special conditions for the announcement of cultural shows and entertainment.  
See item 2.6 of this Manual.



### 3.18 ADVERTISEMENTS OF PRODUCTS SUBJECT TO LEGAL RESTRICTIONS

Basis:

Article 220, Paragraph 4, of the Federal Constitution, Law No. 9294/96, and Federal Decree No. 2018/96.

#### 3.18.1 CIGARETTES AND OTHER SMOKING PRODUCTS

In compliance with federal laws, Globo does not place advertising messages of cigarettes and other smoking products.

#### 3.18.2 ALCOHOLIC BEVERAGES

Advertising of alcoholic beverages must comply with the specific laws and self-regulations.

Basis:

Law No. 9294/96 and Federal Decree No. 2018/96.

Brazilian Advertising Self-Regulatory Code - Annex "A" (Alcoholic Beverages) and Resolution No. 01/08; Annex "P" (Beers and Wines) and Resolution No. 02/08 - Annex "T" ("Malt" and Similar Beverages), and Resolution No. 03/08. Messages must include, in audio and video, the "warning statement" on responsible drinking and moderation, as recommended by CONAR in the above-mentioned resolutions.

TV Globo's Principles & Values on video - Title 10/Sensitive Topics - item 10.1.

Globo does not accept product placement of alcoholic beverages.

See item 2.3.3 (b) of this Manual.

#### 3.18.3 DRUGS, HEALTH TREATMENTS AND PREVENTION

Advertising of drugs must comply with the specific laws and self-regulations.

Advertisements of over-the-counter drugs, i.e., those that can be sold without a medical prescription, may be placed. Pharmaceutical manufacturers, drugstores, or organizations cannot advertise prescription (red label) and controlled (black label) drugs, which require a medical prescription.

Institutional campaigns, for public awareness, health care and prevention, cannot provide direct or indirect advertising benefits to a prescription drug or its manufacturer, even if such messages are signed by a professional association or government body.

Globo does not accept "live" advertisements for the drug category.

Basis:

Law No. 9294/96, Federal Decree No. 2018/96, and federal standards of Sanitary Control.

Brazilian Advertising Self-Regulatory Code - Annex "I".

For prohibition on product placement of drugs and health treatments, see item 2.3.3 (c) of this Manual.





### 3.18.4 AGROCHEMICALS

Advertising of agrochemicals must comply with the specific laws and self-regulations.

Advertisements may be positioned only in programs intended for farmers and ranchers. Please contact the sales team.

Basis:

Article 8 of Law No. 9294/96 and Articles 17 et seq. of Federal Decree No. 2018/96.

Brazilian Advertising Self-Regulatory Code - Annex "R".

## 3.19 CONTESTS, DRAWS AND PROMOTIONS

Free distribution of prizes by draw, gift voucher, contest, or similar operation and its advertising require prior official authorization, which must be applied for and obtained by the advertiser.

In addition to the official authorization number, the advertisement must show and state the promised prizes.

It is advisable to contact Caixa Econômica Federal, Susep, or the Secretariat of Economic Affairs, as applicable.

Basis:

Law No. 5768/71, Law No. 9649/98, Provisional Measure No. 2216-37/01, and Decree-Law No. 70951/72.

See "Joint advertisement": item 2.2.6 of this Manual and the Price List.

For cultural contents, contact the sales team.

## 3.20 REFERENCE TO NARCOTICS

Because it is a sensitive topic, the sponsor of an anti-drug campaign must obtain an opinion from the National Anti-Drug Secretariat.

It is advisable to contact the National Anti-Drug Secretariat / Ministry of Justice.  
Address: Esplanada dos Ministérios – Bloco A, 5º andar, sala 526, Brasília – DF.  
telephone (61) 2025-7200 and fax (61) 2025-7211.

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