

NBCUniversal

Competitive Media Guidelines

Questions on COPY Restrictions	Answer
Can we say the exact date and time?	No
Can we say the day of the week?	No
Can we say "Tonight on ..."?	No
Can we say "Tomorrow on ..."?	No
Can we say "This week" or "Week of ..."?	No
Can we say "This holiday" or "This holiday weekend"?	No
Can we say "This [MONTH]"?	Yes
Can we say "Coming Soon"?	Yes
Can we say "This [SEASON]"? <i>Example: Coming This Fall, Coming This Holiday Season</i>	Yes
Can we say "Go to [NETWORK/STREAMING SERVICE].com"?	Yes
Can we include call to actions? <i>Example: "Watch", "Download", "Catch Up", "Stream It"</i>	Yes
Can we include immediate call to actions? <i>Example: "Watch Now", "Download Now", "Catch Up Now, "Stream It Now"</i>	No
Can we say "Available Now" or "Now Available"?	Yes
Can we say "Streaming Now" or "Now Streaming"?	Yes
Can Linear Networks tease to Streaming Services? <i>Example: "Catch Up on Season On ..."</i>	Yes
Can we say, "Only On ...", "Exclusively On ..."?	Yes
For movies, can we say "In theaters and on [STREAMING SERVICE]"?	Yes
For movies, can we say "In theaters on [DATE], and/or [STREAMING SERVICE]"?	Yes, as long as DDT is only in reference to the theatrical release and must be directly under the theatrical release language.
For movies, can we say "In theaters on [DATE], and/or [STREAMING SERVICE] on [DATE]"?	No
Is network dual-tagging OK? <i>Example: "Tune into MTV and again on VH1"</i>	Yes
Is show dual-tagging OK? <i>Example: "Watch Atlanta after American Horror Story on FX"</i>	Yes
Is DDT dual-tagging OK? <i>Example: "Watch HBO Original Euphoria tomorrow night after the premier of Succession"</i>	No
Questions on PROGRAMMING Restrictions	Answer
Are we restricted from airing in any shows?	NBCU reserves the right to restrict competitive ads from certain shows.
Are there any content-based restrictions?	Creative may be restricted from some programming, or time-periods based on a case-by-case content review.
Questions on LOGO/BUG Restrictions	Answer
Can the Network logo be shown on-screen?	Yes, for 3 second maximum and not in the lower right corner.
Can the Streaming Service logo be shown on-screen?	Yes, as long as it is not in the lower right corner.
Can the Show logo be shown on-screen?	Yes, as long as it is not in the lower right corner.
Can the Network/Show URL (WEBSITE) be shown on-screen?	Yes, anywhere, as long as it does not indicate tune-in.
Can hashtag/social media icons be shown on-screen?	Yes, anywhere, as long as it does not indicate tune-in.
Is a TV ratings bug required?	Not for TV Shows , but ratings bugs are permitted.