

Secretary of State Ben Bradshaw is expected to announce this week (w/c September 14th 2009) a 3-month consultation over proposals to lift the ban on product placement on television in the UK.

There is widespread expectation that this will lead to a relaxation of the rules. A spokesman for the Department of Culture, Media and Sport told the BBC that the current situation “puts the UK at a competitive disadvantage”.

Such a change would be good news. Not just for programme makers and broadcasters, but also for brand-owners.

At Madigan Cluff, we are uniquely placed to help you make the most of this exciting new opportunity, wherever in this new landscape you are. Once we see the next steps we intend to support the changes actively, and use our unique databases and processes to deliver robust analysis of the new opportunities that will emerge.

For more information, you can get in touch via the contact points on our website www.madigancluff.com