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June 4, 2008

## **Broadcasting Commission Statement**

### **Broadcasting Commission halts local advertising on Flow's foreign channels**

The Broadcasting Commission has directed that the insertion of local advertising into programmes originating on foreign cable channels seen in Jamaica should be discontinued.

This instruction was issued to island-wide cable company, Columbus Communications Jamaica Limited, operating as *Flow*. The Commission received reports that last weekend, advertisements for Jamaican businesses were inserted into commercial breaks on popular non-Jamaican channels on the subscriber television service.

Earlier this week the Commission issued instructions to *Flow* to cease any such ad substitutions in order to maintain existing public policy and prevent any breach of the **Television and Sound Broadcasting Regulations**.

The Commission has consulted with the Information Minister the Honourable Olivia Grange, who re-iterated the Government of Jamaica's policy position on the activity. In a letter to the Commission on the matter, Minister Grange re-affirmed that "*substituted advertising is not allowed under the current provisions in the law, nor is it being contemplated.*"

Hopeton S. Dunn, Ph D  
Chairman

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