

MEMORANDUM CIRCULAR

No. _____

Subject: **PROVIDING GUIDELINES FOR BLOCKTIME OVER RADIO
AND TELEVISION BROADCAST STATIONS**

WHEREAS, pursuant to Executive Order (E.O.) No. 546, series of 1979, the National Telecommunications Commission (NTC) is mandated to supervise and regulate, among others, radio and television broadcast stations to encourage a larger and more effective and efficient use of radio and television (RTV) broadcasting facilities and to maintain effective competition;

WHEREAS, RTV broadcasting stations play a vital role in educating and disseminating information to the public particularly on important public issues;

WHEREAS, RTV broadcasting is imbued with public interest and demands a high sense of responsibility, morality, fairness and honesty at all times;

WHEREAS, RTV broadcasting shall at all times conform to the ethics of honest enterprise;

WHEREAS, the selling of airtime or blocktime is a common and accepted practice within the local broadcasting industry; and

WHEREAS, there is a need to provide guidelines on blocktime of radio and TV broadcasting.

NOW, THEREFORE, pursuant to Act 3846 (Radio Control Law), as amended, and Executive Order No. 546 series of 1979, the National Telecommunications Commission (NTC) hereby issues the following guidelines for blocktime over RTV broadcast stations:

SECTION 1 DEFINITION OF TERMS

- 1.1 Licensed radio and/or television (RTV) broadcast station – refers to the RTV broadcast station owned and operated by a broadcast entity with valid Congressional Franchise and provisional authority (PA) or certificate of public convenience (CPC) granted by the NTC.
- 1.2 Blocktime – refers to the practice in the RTV broadcast industry of buying “blocks” of air time to broadcast programs and/or contents over the licensed RTV broadcast station.

- 1.3 Blocktimer – refers to natural or juridical persons buying or contracting broadcast airtime or blocktime over licensed RTV broadcast stations.

SECTION 2 GENERAL PROVISIONS

- 2.1 Blocktime over licensed RTV broadcast stations shall be allowed subject to the conditions set forth under this Memorandum Circular.
- 2.2 Only Filipino citizens or one hundred percent (100%) Filipino owned entities shall be allowed to buy blocktime from licensed RTV stations.
- 2.3 Persons or entities broadcasting contents and programs under blocktime arrangement shall comply with the Kapisanan ng mga Brodkaster ng Pilipinas (KBP) guidelines. Non-KBP members shall formulate and comply with their respective broadcast code or guidelines.

SECTION 3 SPECIFIC PROVISIONS

- 3.1 Licensed RTV broadcast stations may sell blocktime to qualified persons or entities provided that such airtime shall not exceed fifty percent (50%) of the daily airtime broadcast of the station.
- 3.2 The transmitter and allied equipment shall be owned and operated by the duly licensed RTV broadcast network entity.
- 3.3 The transmitter and allied equipment shall be located and operated only in the site authorized and indicated in the RTV station license.
- 3.4 The RTV station must be operated and maintained by personnel/employees of the broadcast network.
- 3.5 The control, supervision and operation of the RTV station shall be directly under the license holder.
- 3.6 The RTV station must be operated strictly within the authorized parameters of the RTV station license.

SECTION 4 PENAL PROVISION

- 4.1 The blocktimer and the licensed RTV broadcast station operator shall be jointly and severally liable for any violation of the provisions of this Circular and of the NTC radio rules and regulations.
- 4.2 Appropriate penalties pursuant to law, rules and regulations shall be imposed to persons and entities found to have violated any of the provisions of this Circular.

SECTION 5 REPEALING CLAUSE

5.1 Any Circular, order or memorandum or parts thereof inconsistent herewith are deemed superseded or amended accordingly.

Section 6 EFFECTIVITY

6.1 This circular shall take effect fifteen (15) days after publication in a newspaper of general circulation and upon filing with the UP Law Center of three (3) certified copies of this Circular.

Quezon City, Philippines, _____