



# think<sup>tv</sup>

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**what we do**

**marketing and research  
association for commercial tv**



A young man and woman are sitting on a couch, smiling and holding red mugs. The man is holding a remote control. A third person's arm is visible in the foreground, also holding a red mug. The background is a bright, modern living room.

**clearance**

**more than 50,000  
tv ads, infomercials and  
PSAs each year**

# member companies



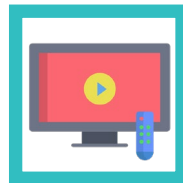
# background



Telecaster  
Committee

1973:

Formed by private broadcasters  
as a voluntary, self-governing  
clearance committee



TVB

2000:

Telecaster taken over  
by Television Bureau  
of Canada (TVB)



think**tv**  
clearance

2015:

TVB relaunch as think**tv** and  
Telecaster Services  
as think**tv** clearance

# the goal



**Help advertisers and agencies get advertising to air as responsibly and efficiently as possible.**

# thinktv clearance guidelines

Advertisements shall be in good taste, simple, truthful and believable and not offend what is generally accepted as the prevailing standard of tolerability\*.



\*Canadian Association of Broadcasters *Code of Ethics*, clause 13

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# thinktv clearance guidelines

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## Broadcast Code of Ethics

Direct Response

Health & Safety

Ratings Code

Child Directed Advertising

Elections

Issues & Opinions

Sexual Innuendo

Comparative Advertising

Equitable Portrayal

Personal Products

Unbranded Alcohol

Contests & Premiums

**Gambling**

Phone Services

Violent, Abusive or  
Obscene Content

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think**tv** does not provide a legal review.



# **gaming**

Overriding principle that all gaming advertising must be truthful *and* responsible.



**AGCO Registrar's Standards for Internet Gaming**

**iGaming Ontario Marketing and Advertising Conditions Policy**

**iGaming Ontario Brand Guide Policy**

**CAB Broadcast Codes**



# thinktv clearance process

1

Registration and Approval  
of Advertiser/Agency

2

## Submission

Scripts or storyboards should be submitted before production, if possible. Send to regulatory bodies at the same time to mitigate risk of non-approval

3

Review  
(Possible Approval)

Recommendations/  
Required Changes

4

Revisions and  
Re-submission

5

Final Approval

Submission-specific  
thinktv clearance number  
(TC number) issued

6

# Summary

A man and a woman are sitting together, looking at a tablet. The man is holding the tablet and pointing at the screen, while the woman looks on with a smile. They are in a casual setting, possibly a living room, with a blurred background.

**All advertising materials must contain a responsible gaming message.**

**Do not target underage, self-excluded or high-risk individuals, e.g. youth – recommend that actors are, or appear to be, 25+**

**Do not use music, graphics, personalities appealing to youth**

**Appropriate disclaimers**

**No inducements, bonuses or credits in television advertising**

**reach us @**



**info@thinktv.ca**

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**@thinktvca**

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