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UK to allow product placements in films, TV

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ITV Plc, British Sky Broadcasting Group Plc and other UK broadcasters may be allowed to advertise products by placing them in television series and films, according to a proposal from the nation's regulator, Ofcom. The regulator plans to revise rules and permit branded products within shows at the end of 2010, helping programme-makers gain new sources of revenue, the regulator said in a statement on Monday. The UK Government in February said it wanted to allow product placement, as to maintain the ban would lead to continuing damage to broadcasters' finances. Tobacco, alcohol and gambling are among products which will not be allowed on screen, it said. Product placement must not be allowed to **influence** story lines, **the** regulator said. — **Bloomberg**