

Our Ref: UCC/NBS/SCA/1/2025

9th April, 2025

Executive Director,
UCC House
Plot 42-44, Spring Rd,
Bugolobi,
P.O Box 7376,
Kampala-Uganda.



Dear Sir

REPLY TO COMPLAINT REGARDING VIOLATION OF SPLIT-SCREEN ADVERTISING DURING CURRENT AFFAIRS PROGRAMS ON NBS TELEVISION.

The above captioned matter refers.

We make reference to your letter dated 4th April 2025 you stated that our television programs to wit, Morning Breeze, NBS Frontline and NBS Eagle which all stream current affairs discussions, feature split-screen advertisements during broadcasts, a practice which contravenes the Minimum Broadcast Standards as enshrined in the Uganda Communications Act Cap. 103 (R.E 2023).

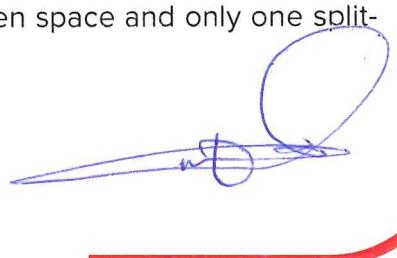
We would like to reiterate that similar discussions have ensued in the past with the Regulator, UCC from 2020 to 2022 on whether Squeeze backs should be interpreted as Split Screens given the changing nature of the media industry in the context of Attention span vis-avis the ability for media houses to make commercial sense in respect to advertisement in order to survive in the difficult economic times. It was agreed that unlike news where the same shall not apply, squeeze backs suffice for political shows because that is where revenue is generated in media business.

Considering that background, we found that the same do not form part of split-screen advertisements as stated in your letter. For emphasis, please note that split-screens and squeeze backs are different as distinguished below;

1. **Squeezeback** means a sequence of television footage or a graphic produced specifically to promote the Sponsor, which is screened from time to time during the Broadcast for a duration of approximately 10 (ten) seconds, which is shown when the main picture is reduced in size in order to allow such footage or graphic to be screened in the available space on the screen surrounding the actual picture.
Whereas

A split-screen advertisement is an advertising technique which allows the simultaneous presentation of editorial content and commercial information on the same screen, divided into two or more parts on the screen.

2. Split-screen advertising does not exceed 50% of screen space and only one split-screen advertisement appears at any given time.
Whereas



NBS Television Limited

+256 200 300 222 | info@nbs.co.ug
13 Summit View Road, Naguru
P. O. Box 7613, Kampala, Uganda

Squeezebacks only consume about 20-30% of the screen space.

In light of the above, we do understand that Squeeze backs may also be interpreted to mean Split screen and so there is need to harmonize this position as the entire industry. In that context, this is to request for a meeting with the Regulator to ensure that in context of the changing media dynamics and economic sense of the media industry, the subject should be discussed extensively as a whole.

We await your response on the date and time for the same.

We thank you for your understanding.

Your sincerely,

Obadia Ismail
Company Secretary

