

WUVC-DT Children's Television Commercial Limits

On 48 occasions between June of 2016 until March of 2017, the Univision Network it aired a 40-second educational capsule from Mundo Lanugo, highlighting Hispanic heritage and language, immediately following the closing credits of the program *Pocoyo*. This capsule included a three second display of a URL for the Mundo Lanugo web site, <https://mundolanugo.com>. While that site contained a substantial amount of bona fide non-commercial content, the landing page contained a link to the Mundo Lanugo app, which may be purchased from the site. Upon its discovery of this issue, Univision separated the capsule from the closing credits of the program with a bumper and deleted the URL.

On the station's second digital stream from November 15, 2017 through February 15, 2018, the Unimas Television Network aired two consecutive half hour episodes of the animated television program *Pokemon* between 4 pm and 5 pm EST, Monday through Friday, for a total of 5 hours per week. From November 15, 2017 through January 24, 2018, each one-hour block of the *Pokemon* program contained a total of 15 minutes and 45 seconds of commercial time, i.e., 3 minutes and 45 seconds over the 12 minutes per hour limit on commercial time during children's programming. The cumulative overage over these 47 days was 2 hours, 58 minutes and 15 seconds. After discovery of this overage, the Unimas Network reformatted this program to limit the total amount of non-program time to no more than 12 minutes per hour, commencing on January 25, 2018, and continuing through February 15, 2018.