

Commercial Limits

NBC Network advised affiliates that a URL address appeared in the closing credits of the network-supplied CORE program "LazyTown" on October 12, 2013. Specifically, NBC notified the Station that:

On October 12, 2013, the closing credits for "LazyTown," an educational and informational program supplied to the NBC Network by Sprout for the "NBC Kids" Saturday morning E/I block, inadvertently included a fleeting (one-half second) display of the URL for a website (www.lazytown.com) that did not conform to the FCC's commercial limits rules for web site displays in children's programming. Even though the display of the URL was fleeting, and therefore barely discernible by viewers, it is possible that the FCC would consider this a violation of the commercial limit rules.

The NBC Network takes precautions to avoid any potential violations of the FCC's web site rules. Specifically, each episode of the "NBC Kids" Saturday morning E/I block is reviewed by Sprout, whose policy is to remove all URLs from program materials. In this case, however, the display of the URL in the closing credits was so fleeting that it was missed during the review process. The NBC Network is working with Sprout to develop and implement additional procedures to minimize the possibility of a re-occurrence of this isolated incident.

The Station treats its obligation to comply with the commercial limits rule seriously and formats CORE programming carefully to ensure that each program is in compliance with commercial limits. In this instance, the program containing the URL was supplied by the NBC Network and neither the content nor the formatting of the program was controlled by the Station. However, the Station acknowledges that it is responsible for the programming that it airs and regrets that this commercial limits disclosure was not submitted with its license renewal application as originally filed.