

Reference: 02100461

Information Requests  
[information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)

2 December 2025

## Freedom of Information request: Right to know request

Thank you for your request for information concerning BBC product placement. We received this request on 4 November 2025 and we have considered your request under the Freedom of Information Act 2000 ("the FOI Act").

### Your request

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#### Quote

*Mandatory Referral: All proposals to include product placement on BBC Commercial Services must be approved by a senior editorial figure, or for independent production companies by the commissioning editor, who will consider whether the product placement would damage the reputation of the BBC.*

*In BBC Studios the senior editorial figure must also consult the Head of Editorial Standards/Compliance and Complaints.*

*The senior editorial figure/commissioning editor is responsible for ensuring any relevant onward referrals are made.*

#### End quote

*Please can you provide any 3 communication between yourselves and senior editorial figure*

*Related only to consideration whether a product placement would damage the reputation of the BBC*

*Please can you provide any 3 communication between yourselves and commissioning editor current*

*Related only to consideration whether a product placement would damage the reputation of the BBC*

*Please can you provide any 3 communication between yourselves and commissioning editor in post prior to the current commissioning editor Related only to consideration whether a product placement would damage the reputation of the BBC*

#### Quote

*considered whether the product placement would damage the reputation of the BBC*

#### End quote

### Our response

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We do not hold this information. You may wish to contact the [BBC](#) directly.

Yours sincerely,

## Information Requests

### **Request an internal review**

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team ([information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)) to request an internal review.

### **Taking it further**

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).