

***Screening Chapter 10
with Croatia and Turkey***



Explanatory Session, 13 June 2006

Audiovisual policy

***Advertising, teleshopping and
sponsorship***

European Commission, DG INFSO AND MEDIA

Audiovisual and Media Policy Unit

Overview



- **Directive 89/552/EEC as amended by Directive 97/36/EC**
- **Commission interpretative communication on certain aspects of the provisions on televised advertising in the « Television without frontiers » Directive of 23 April 2004, OJ C 102 of 28.4.2004**
- **Judgements of the ECJ: C-320/94 (Reti); C-34/95 (De Agostini); C-6/98 (Pro Sieben Media AG); C-245/01 (RTL); C-429/02 (Bacardi).**

Quantitative rules



- ◆ **Duration of advertising and teleshopping**
 - ▶ **Daily limit**
 - ▶ **Hourly limit**
- ◆ **Insertion of advertising & teleshopping**
 - ▶ **General principles**
 - ▶ **Particular provisions:**
 - ▶ **Programmes with autonomous parts or intervals (e.g.sports)**
 - ▶ **Feature films and films made for TV**
 - ▶ **Religious services, news and current affairs' programmes, documentaries, religious programmes, children's programmes**

Qualitative rules



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- ◆ **Presentation and form of advertising**
 - ◆ **General standards**
 - ◆ **Restrictions for specific products**
 - ◆ **Protection of minors**
 - ◆ **Sponsorship**
 - ◆ **Teleshopping channels**

Contact information



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