SK-Slovakia: Draft Amendment of Advertising Act

In March 2005, the Slovakian Ministry of Trade and Commerce prepared an amendment to Advertising Act No. 147/2001 (zákon o reklame). If the new instrument is adopted by the National Assembly of the Republic of Slovakia, it will result in an explicit ban on sponsorship and more stringent restrictions on advertising for tobacco products on all forms of data carrier and in all types of commercial communication, as required by Directive 2003/33/EC of the European Parliament and of the Council of 26 May 2003 on the approximation of the laws, regulations and administrative provisions of the Member States relating to the advertising and sponsorship of tobacco products. According to Art. 2.1 (d) of the Act, sponsorship is defined as a financial or material contribution to a natural or legal person for an event or activity carried out for the purpose or effect of advertising. Advertising and sponsorship of tobacco products on TV and radio has been banned since 4 October 2000 under Broadcasting and Retransmission Act No. 308/2000 (zákon o vysielaní a retransmisi).

Jana Markechová

Freshfields Bruckhaus Deringer, Bratislava

The objective of IRIS is to publish information on legal and law-related policy developments that are relevant to the European audiovisual sector. Despite our efforts to ensure the accuracy of the content, the ultimate responsibility for the truthfulness of the facts on which we report is with the authors of the articles. Any opinions expressed in the articles are personal and should in no way be interpreted as representing the views of any organisations represented in its editorial board.

© European Audiovisual Observatory, Strasbourg (France)