[ES] Resolution Sets Limits to Advertising Campaigns Made by Dominant Operators

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The Telecommunications Market Commission (Comisión del Mercado de las Telecomunicaciones - CMT) is an independent authority whose tasks include safeguarding competition in the telecommunication market and in the audio-visual and interactive services markets. The CMT has the power to pass resolutions in order to ensure that those markets remain open to new entrants. Making use of those powers, the CMT has recently approved a Resolution that sets certain limits to advertising campaigns made by dominant operators in the telecommunications market and in the audio-visual and interactive services markets. The limits set by the Resolution are not related to the contents of the advertising campaigns. They are also without prejudice to their control by competition authorities if they are in breach of competition rules. The Resolution only deals with the possible use of excessive economic resources in advertising campaigns by an operator with a dominant position in any of the markets under the jurisdiction of the CMT.

Resolución de 31 de julio de 1998, de la Comisión del Mercado de las Telecomunicaciones, por la que se hace pública la Circular 1/1998, sobre campañas publicitarias efectuadas en el mercado de las telecomunicaciones y los servicios audiovisuales, telemáticos e interactivos, por los operadores que disfruten de una posición de dominio, Boletín Oficial del Estado (BOE) nº 208, de 31 de Agosto de 1998, pp. 29552-29553.

Resolution of 31 July 1998 that sets certain limits to advertising campaigns made by dominant operators in the telecommunications market and in the audio-visual and interactive services markets. Official Journal (BOE) nº 208, of 31.8.1998, pp. 29552-29553.

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