[UZ] New Advertising Act Passed

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On 25 December 1998 the first Act regulating advertising in the Republic of Uzbekistan was passed. Until then, advertising had been regulated only by presidential edicts and government decrees. According to the new Act, "advertising means specific information about legal and natural persons or products for the generation of income". The Act does not cover political advertising. Experts in Uzbekistan have noted that this Act is generally very similar to Advertising Acts in the other States which were formerly part of the Soviet Union. Its most important statutory provisions are:

- all advertisements must be translated into the official national language, although the foreign language version may also be included if the advertising agency so wishes;

- commercial breaks during television or radio broadcasts must be clearly denoted as such either on screen or by the presenter;

- the maximum advertising time is 6 minutes per hour; this limit may only be exceeded by special tele-shopping programs;

- apart from "social" information bulletins, advertising during children's and youth (under 16) programmes is forbidden;

- presenters and other participants in television or radio programmes may only advertise products through what they wear or other props within the time limit for advertisements.

Any advertisement is banned if it:

- provides information about products whose manufacture or sale is banned within the territory of the Republic of Uzbekistan;

- contains information which discriminates against different national, social or religious groups, etc.;

- uses or imitates the national flag, coat of arms or anthem of the Republic of Uzbekistan, international organisations or other States;

- uses the name or image of a person without their permission;

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- contains pornography.

Additional restrictions were imposed on advertisements for the following products: medicines and cosmetics, tobacco and alcoholic beverages, weapons, stocks and shares, banking services. In addition, advertising for children and young people is regulated separately.

The Act assigns responsibility for the monitoring of advertising to the State Anti-Monopolies Authority.

Zakon Respubliki Uzbeekistan "O reklame"

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