[FR] New Rules for the Use of French Language

IRIS 1995-1:1/19

Ad van Loon
European Audiovisual Observatory

The Act of 4 August 1994 sets strict rules for the use of the French language in the audiovisual media in France. Article 12 of the Act makes the use of French compulsory in commercial messages. If the message is not in French, it should also be readable, audible or understandable by some form of translation. If a song is used in a commercial, a translation of the text is required if the song contains a "commercial argumentation".

Loi n° 94-665 du 4 aout 1994 relative à l'emploi de la langue française, Journal Officiel, 5 aout 1994.

Act No. 94-665 of 4 August 1994 concerning the use of the French language, Journal Officiel, 5 August 1994.

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026