[RU] Bill on Amendments to the Advertising Law

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At its plenary session of 8 February 2001, the State Duma of the Russian Federation considered the draft law on the amendments to Article 11 of the Russian Federation Law "On Advertising".

The draft law, which was submitted to the State Duma by the Astrakhan Regional Representative Assembly, makes alterations to paragraph 1 of Article 11 of the Russian Federation Law "On Advertising" (1995) by totally prohibiting the interruption of educational programs, radio shows and feature films by advertisements. In the current version of the Law, advertising during broadcasts of radio shows or feature films is allowed with the consent of the rightsholder.

This draft law also envisages a limit of two advertisement breaks in programs which last from 30 to 60 minutes (at present, this is the limit set for programs that last 15 to 60 minutes). In accordance with the draft law, the volume (sound) level of the advertisement shall not be louder than that of regular broadcasts.

The draft law passed its first reading with 275 deputies voting in favour, 73 against, and 1 deputy abstained from voting. The second reading of the draft law is planned for March 2001.

Draft Law O vnesenii izmeneneniy i dopolneniy v statju 11 Federalnogo Zakona "O reklame". Zakonodatelstvo i praktika mass-media journal, 2, 2001

Draft Law On the Amendments and Addenda to Article 11 of the Russian Federation Law "On Advertising". Published in Zakonodatelstvo i praktika mass-media journal, 2, 2001

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