[TR] Notification on the Broadcast of Consumer Awareness Programs

IRIS 2001-4:1/23

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Regarding consumer protection, a new development has taken place in the Turkish broadcasting sector. The Ministry of Industry and Trade recently issued a Notification which obliges radio and television broadcasters to transmit programs to promote consumers' awareness regarding Articles 20, 21 and 31 of the Law on the Protection of Consumers, Law No. 4077 of 23 February 1995. In order to achieve this aim the content, transmission, proportion and time interval of the educational, instructive and informative programs for consumers are subject to the Notification's provisions (Art. 2 of the Notification).

According to Article 4, educational, enlightening and informative programs shall be transmitted by the radio and television enterprises. Such programs shall not be less than 1 % of the weekly transmission time and shall be transmitted between 07.00 - 23:00 in order to be able to reach the targeted audience (Art. 6).

The Minister of Industry and Trade shall be responsible for the Notification's enforcement. According to the Notification, programs prepared by the Ministry of Industry and Trade shall be made available to broadcasters by the Radio and Television Supreme Council, the Turkish supervisory authority for broadcasting.

Sanayi ve Ticaret Bakanligindan; Radyo ve Televizyon Kurulusclarinda Tüketicileri Egitici, Aydinlatici ve Bilgilendirici Programlarin Yayimlanmasina Iliskin Teblig, dated 31 January 2001, Official Gazette No. 24304

Notification on the Broadcasting of Educational, Instructive and Informative Programs for Consumers by Radio and Television Enterprises, dated 31 January 2001, Official Gazette No. 24304

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