[LU] Advertising Revenue to Be Allowed for Cable TV Stations

IRIS 2002-7:1/25

Marc Thewes
Thewes and Reuter, Luxembourg

Following a major policy change of the Luxembourgish Government, decided on 25 January 2002, cable television stations in Luxembourg will be allowed to derive income from advertising in the near future.

Until now, it had been the Government's policy to allow only the country's main broadcaster RTL Tele Lëtzebuerg to broadcast television advertisements. The terms and conditions of the local television stations' broadcasting permits prohibited advertising, even though the sponsoring of shows was allowed. In the past, this had led to discussions on how to differentiate between advertising and sponsorship.

Following a decision of the Council of Government in March 2002, the authorities are in the process of drafting new charters to implement the new policy, most probably as of 15 September 2002. Information currently available indicates that the limitations on the type and permissible amount of advertising in those charters will be similar to those in the RTL Charter, which remains unchanged.

Décision du Gouvernement luxembourgeois de mars 2002

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