[DE] LPR Alleges Breach of Alcohol Advertising Rules in SAT.1 Swiss Advertising Window

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At its meeting on 16 September 2002, the general assembly of the Landeszentrale für private Rundfunkveranstalter (Regional Authority for Private Broadcasters - LPR) of Rheinland-Pfalz issued an official complaint about the TV broadcaster SAT.1. The complaint concerned a commercial for alcoholic drinks, broadcast in summer 2001. SAT.1 SatellitenFernsehen GmbH broadcasts in Switzerland where, thanks to the increasing freedom granted by the LPR, it is able to broadcast special advertising windows. The LPR's permission is conditional on the Swiss advertising windows being subject to Swiss law. According to Article 18.5 of the Swiss Bundesgesetz über Radio und Fernsehen (Federal Radio and Television Act - RTVG), the advertising of alcoholic drinks, amongst other things, is prohibited. The Swiss Bundesamt für Kommunikation (Federal Communications Office - BAKOM), which monitors broadcasting, complained about the commercial to Swiss broadcasters and informed the LPR. In accordance with Article 14.1 of the Landesrundfunkgesetz Rheinland-Pfalz (Rheinland-Pfalz Broadcasting Act), the LPR based its complaint on the BAKOM's assessment.

Pressemitteilung der LPR vom 16. September 2002

LPR press release of 16 September 2002

Strafbescheid der BAKOM vom 6. Dezember 2001

http://www.bakom.ch/imperia/md/content/deutsch/radiotv2/aufsichtsentscheide/38.pdf

BAKOM communication of 6 December 2001

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