[RO] New Advertising Restrictions

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Decision No. 38/2003 of 18 February 2003 of the regulatory authority for electronic media, the Consiliul National al Audiovizualului (National Audiovisual Council - CNA), sets out new advertising restrictions for the broadcasting sector.

For example, political advertising on radio or television is banned, except during election campaigns. The decision also prohibits advertising for lawyers and solicitors' firms in the audio-visual media. Active lawyers (so-called "pleading lawyers") may no longer present or take part in programmes dealing with pending cases and proceedings until a definitive court decision is reached. Programmes dealing with health issues may not recommend particular medicines if the brand name or commercial trademark is clearly visible. Similarly, private therapies or doctor's practices may not be recommended or mentioned by name. If these rules are breached, fines of between ROL 25 million and ROL 250 million (EUR 695.60 and EUR 6956) will be imposed.

Decizia nr. 38 din 18 februarie 2003, Privind publicitatea politica si publicitatea referitoare la exercitarea unor profesii

http://www.cna.ro/decizii/d03803.html

Decision No. 38/2003 of 18 February 2003 of the National Audiovisual Council

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