[RO] Advertising for Spirits in Football Stadiums Prohibited

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The Consiliul Naţional al Audiovizualului (regulatory body for electronic media in Romania - CNA) has ruled that, during the TV broadcast of the football match between Bucharest's top division teams Steaua und Dinamo on 9 April this year, banners advertising alcoholic beverages had been displayed at Dinamo's stadium, infringing the Legea privind publicitatea (Advertising Act no. 148/2000), amended by the Ordonanţa de guvern (Government Order) no. 90/2004. The CNA sent a written complaint to the Liga Profesionistă de Fotbal (Romania's professional football league) and to the municipal authority of Bucharest's second district, which was responsible for punishing the football club for this breach of the law. By taking this step, the CNA is hoping to protect broadcasters from being deemed guilty of a criminal offence in the future. Art. 132 of the Codul de reglementare a conţinutului audiovizual (regulatory code for audiovisual content) prohibits the broadcast of sports events held in Romania at which advertising for tobacco products or alcoholic beverages constitutes a violation of Act No. 148/2000.

Comunicat CNA din 11 aprilie 2006

http://www.cna.ro/comunicare/comunic/2006/c0411_1.html

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