[RO] CNA Recommendations on the Display of Price Information in TV Ads

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The *Consiliul Naţional al Audiovizualului* (Romanian National Audiovisual Council - CNA)has stipulated in a recommendation to all Romanian broadcasters that “separate levying of import duties should be subject to a conformity criterion that will in future allow the acceptance of television advertisements using a type size different from that of accompanying text information”. The CNA thus accepts that until 1 January 2007, in television advertising for cars “price information that includes all duties and taxes will appear in type half the size of that used for price information omitting these details”. Consequently, the latest recommendation issued by the audiovisual regulatory authority to Romanian television companies concludes by advising that the country of origin of cars being advertised - ie whether they were built inside or outside the EU - will not be a deciding factor for the CNA “unless the country of construction requires that customs duties are levied. According to the customs duties criterion, cars built in Turkey will not fall into the exempted category that the CNA is willing to accept until 1 January 2007”.

Recomandarea CNA din 30 mai 2006 în atenţia posturilor de televiziune

http://www.cna.ro/comunicare/comunic/2006/c0530.html

CNA Recommendation of 30 May 2006

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