[BG] Prohibiting Misleading Advertisement

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On 6 October 2008 the Consumer Protection Commission banned the broadcasting of an advertisement, aired by TV operators in Bulgaria.

The advertisement states that the only way to get high quality digital signal is to subscribe to the services offered by Bulsatkom (a Bulgarian HD operator).

In the opinion of the Bulgarian Consumer Protection Commission such a statement contradicts Article 38, para 2, item 1, sentence 1 of the Law on Consumer Protection since high quality signal is also available through DVD.

Zakon za Zashtita na Potrebitelite

http://www.kzp.bg/index.php?mode=viewd&group_id=4&document_id=120

Act on Consumer Protection

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