[AT] Advertising Restrictions Relaxed for Private TV Broadcasters

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Under an amendment to the *Privatfernsehgesetz* (Private Television Act), announced in February 2009, advertising restrictions for private TV broadcasters have been relaxed.

The possibility of interrupting programmes with television advertising and teleshopping has been extended, insofar as there is no longer a minimum gap between interruptions. During sports broadcasts, it is now possible to show isolated advertising and teleshopping spots. The daily advertising time limit of 15% (20% including teleshopping) has been abolished. Teleshopping is no longer restricted to three hours and eight windows per day. Teleshopping channels and self-promotion channels exclusively devoted to self-promotion have been exempted from the provisions on programme interruptions and the duration of advertising and teleshopping (see Art. 19 of the Audiovisual Media Services Directive).

The draft amendment was submitted to Parliament in view of the imminent expiry of the deadline for transposing the Audiovisual Media Services Directive into national law. The Act is designed to make it easier to finance broadcasting companies in Austria and thereby protect their position in the international broadcasting market.

Bundesgesetz, mit dem das Privatfernsehgesetz und das Privatradiogesetz geändert werden

http://www.ris.bka.gv.at/Dokumente/BgblAuth/BGBLA_2009_I_7/BGBLA_2009_I_7.html

Federal Act amending the Private Television Act and the Private Radio Act

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