[AT] Private Stations to Dispense with Advertising in Children's Programmes

IRIS 2009-10:1/4

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In Austria, the private television stations have declared their intention to dispense with commercial breaks in children's programmes in the future.

A statement was issued on 15 September 2009 that, under the aegis of the *Verband Österreichischer Privatsender* (Association of Austrian Private Broadcasters - VÖP) and the *Fachverband der Telekommunikations- und Rundfunkunternehmungen der Wirtschaftskammer Österreich* (Austrian Chamber of Commerce's Association of Telecommunications and Broadcasting Companies), a total of 14 TV broadcasters and these two associations had signed this declaration.

The parties point out that self-regulation takes precedence over statutory measures regulating private markets. This also emerges from the Audiovisual Media Services Directive.

Selbstverpflichtungserklärung der österreichischen privaten Fernsehveranstalter hinsichtlich der Unterbrecherwerbung in Kinderprogrammen

http://www.voep.at/images/stories/voep_dokumente/selbstverpflichtungserklaerung_090915.pdf

Pledge signed by the Austrian private television stations with regard to commercial breaks in children's programmes

Liste der beigetretenen Unternehmen, abrufbar unter:

http://www.voep.at/images/stories/voep_dokumente/selbstverpflichtungserklaerung_liste_090915.pdf

The list of companies involved is available at:

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