[RO] Public Consultation to Modify the Audiovisual Code

IRIS 2010-9:1/34

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The Consiliul Naţional al Audiovizualului (National Council for Electronic Media - CNA) launched on 17 August 2010 a public consultation regarding the proposed changes of Decizia nr. 187/2006 privind Codul de reglementare a conţinutului audiovizual (Decision no. 187/2006 concerning the Regulatory Code for Audiovisual Content, Audiovisual Code). The project was placed for one month on the Council's website (see IRIS 2006-4: 19/33, IRIS 2007-1:16/29, IRIS 2007-4: 19/30, IRIS 2008-1: 17/25 and IRIS 2008-2: 17/26).

The Audiovisual Code has to be modified to be in line with the Legea Audiovizualului (Audiovisual Law) and the European Union Directive on Audiovisual Media Services. The Audiovisual Law offers the general framework for the Council's and the broadcasters' activities. The Audiovisual Code details the obligations of the channels with regard to editorial content, advertising, minors' and human dignity protection, correct information etc.

The most important changes proposed by the CNA target the regime concerning advertising, the protection of minors and human dignity and the principles concerning correct information. The Council's propositions are aimed inter alia at:

- the advertising regime: the conditions to use product placement, virtual advertising, sponsoring, advertising within split screens;

- the broadcasting rules concerning sports matches;

- to loosen restrictions with regard to liberal professions advertisement;

- to tighten the non-commercial communication rules;

- to tighten the child protection rules and to renew the programme classification rules;

- to adapt rules with regard to human dignity, the protection of the right in one's own image and the rules regarding the right to reply;

- to tighten the rules to assure correct information and pluralism;

- to tighten the rules with regard to games and contests.

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The CNA will discuss with broadcasters the changes proposed within the public consultation and it intends to adopt a new Audiovisual Code during Fall 2010.

Proiect - Propuneri de modificare a deciziei nr. 187/2006 privind Codul de reglementare a conţinutului audiovizual

http://www.cna.ro/PROIECT-Propuneri-de-modificare-a.html

Draft proposals to modify Decision no. 187/2006 concerning the Regulatory Code for Audiovisual Content, Audiovisual Code

CNA a pus in dezbatere publica propunerile de schimbare a Codului audiovizual. Principalele modificari vizeaza regimul publicitatii, protectia copilului si a demnitatii umane

http://economie.hotnews.ro/stiri-media_publicitate-7705084-cna-pus-dezbatere-publica-propunerile-schimbare-codului-audiovizual-principalele-modificari-vizeaza-regimul-publicitatii-protectia-copilului-demnitatii-umane.htm

Information on the public consultation launched by the CNA

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