

[AL] KKRT Issues Warning on Advertising of Medical Treatment

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The Keshili Kombetar i Radios dhe Televizionit (National Council of Radio and Television - KKRT) has issued a warning to radio and television broadcasters regarding the advertising of medical products. The KKRT found that the broadcasters violate extensively against Albanian law.

According to Article 58 of the Law no. 8410, of 30.9.1998, "On public and private radio and television in the Republic of Albania", the broadcasting of advertising spots for medicine or medical treatment that is available only upon subscription is prohibited.

Based on this regulation, the KKRT has asked electronic media outlets to stop broadcasting advertising spots on medical treatment by different health institutions. This demand has emerged after a period of extensive advertising for several, mainly private hospitals and clinics, located both in Albania and abroad. The spots range from those for general hospitals to more specific ones, including cosmetic surgery.

According to the KKRT, this practice offends against the legal disposition and the media should refrain from broadcasting the mentioned spots. The Council underlined in its warning that the main criteria they will use regarding any complaint will be the correct implementation of the law and the license terms. In the opposite case, the Council stated that its next steps would be in accordance with the law and sanctions might be imposed.

KKRT-ja, kërkon zbatimin e ligjit për reklamat.

http://kkrt.gov.al/index.php?option=com_content&view=article&id=256%3Akkrt-ja-kerkon-zbatimin-e-ligjit-pwr-reklamat&catid=14%3Adeklarata-per-shtyp&Itemid=65&lang=sq

Press release of the KKRT of October 2012

