[CZ] RRTV Specifies Regulation of Advertising Loudness

IRIS 2013-7:1/8

Jan Fučík
Česká televize

On 14 May 2013, the Czech broadcasting regulatory authority Rada pro Rozhlasové A Televizní Vysílání (Council for Radio and Television - RRTV) issued a Decree regulating certain characteristics of audio signal levels in advertising, teleshopping and sponsorship information on television. It is based on the stipulations contained in the Czech Broadcasting Act No. 231/2001 Coll. (see IRIS 2013-1/12) and specifies the requirements and technical aspects of the broadcasting audio signal.

According to the Decree, the television broadcaster shall ensure that the level of the audio signal of advertising, teleshopping and the sponsor information meets the requirements of the Recommendation of the European Broadcasting Union (EBU R-128) and the requirements set up by the European Broadcasting Union in their document “EBU Tech 3343-2011v2“.

For the purposes of this obligation, broadcasters shall ensure that the volume of the abovementioned forms of commercial communication is normalized to the target level of 23.0 Loudness Units relative to Full Scale (LUFS - unit created by the Recommendation EBU R-128) with a maximum deviation of +/- 1.0 Loudness Unit (LU - relative amount to the LUFS; 1 LU equals one decibel [db]). The maximum allowable actual peak level in the cases in issue is -1 dB true peakTP (dBTP - highest possible volume level), measured in accordance with the recommendations of the International Telecommunication Union “ITU-R BS.1770-2” and the Technical Document of the European Broadcasting Union (EBU Tech Doc 3341).

The Decree entered into force on 1 June 2013.

Vyhláška č. 122 ze dne 14. května 2013 o některých charakteristikách zvukové složky reklam, teleshoppingu a označení sponzora v televizním vysílání a o způsobu měření hlasitosti zvukové složky reklam, teleshoppingu a označení sponzora v televizním vysílání

http://www.rrtv.cz/cz/static/cim-se-ridime/stavajici-pravni-predpisy/pdf/122-2013.pdf

Decree of 14 May 2013 about some of the characteristics of sound components of advertising, teleshopping and the sponsor information in television broadcasting and how to measure the volume of the sound component of advertising,

© European Audiovisual Observatory (Council of Europe) 2026

teleshopping and the sponsor information on TV

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026