[AL] Regulatory Authority on Audiovisual Media Demands Withdrawal of Broadcasting of TV Spot

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On 27 February 2014, the Audiovisual Media Authority (AMA), the Albanian regulatory authority, issued a statement that demands that audiovisual operators should immediately stop broadcasting an advertising spot of the mobile phone company Vodafone for its offer regarding 3G Internet connection and network.

According to the regulator, this advertising spot directly influences children and minors, targeting them and leading them to buy the mobile phone and the 3G connection that Vodafone is offering in Albania. The regulator claims that advertising with such content violates the principles laid down in Art. 42 of the Law no. 97/2013 on Audiovisual Media and in point 8.4 of the Broadcasting Code. According to Art 42 of the Law no. 97/2013, “audiovisual commercial communications shall not directly exhort minors to buy or hire a product or service by exploiting their inexperience or credulity, directly encourage them to persuade their parents or others to purchase the goods or services being advertised, exploit the special trust minors place in parents, teachers or other persons, and shall not expose minors to situations that are dangerous for them.”

Point 8.4 of the Broadcasting Code states that “advertising should not urge minors to buy or receive products and services, either through directly asking parents or other relatives to get these products or services, or by exploiting children’s position vis-a-vis parents, teachers, or other persons close to them.”

In this context, the AMA asked the operators that have broadcast this spot to refrain from further broadcasting it, with a warning that the regulator will be forced to use the sanctions that the law specifies if they refuse to take action as recommended by the AMA.

Njoftim për media, 27/02/2014

http://ama.gov.al/index.php?option=com_content&view=article&id=330%3Anjoftim&catid=14%3Adeklarata-per-shtyp&Itemid=65&lang=sq

Press Release of the Audiovisual Media Authority, 27 February 2014

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