[HR] CEM adopts new rules on the protection of minors in electronic media

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Nives Zvonarić
Ministry of Culture, Zagreb, Croatia

After concluding consultations with stakeholders and the interested public, the Council for Electronic Media (CEM) has adopted new rules on the protection of minors in electronic media on 27 February 2015.

The main change introduced by the new rules relates to the protected time period.

The time period in which programmes intended for viewers older than 18 may not be broadcast remains unchanged. It includes the period from 7 a.m. to 11 p.m. with a mandatory graphic sign (a transparent circle with an inscribed red number 18) present throughout their duration.

The time period in which programmes intended for viewers older than 15 may not be broadcast has changed. These programmes may not be broadcast in the period from 7 a.m. to 8 p.m. (previously the period from 7 a.m. to 10 p.m.) with a mandatory graphic sign (a transparent circle with an inscribed orange number 15) present throughout their duration.

The programmes which are not suitable for viewers under the age of 12 are no longer subject to a time limit (previously they were not allowed in the period from 7 a.m. to 9 p.m.), but they must be recognisable throughout their duration by a prominent graphic sign (a transparent circle with an inscribed green number 12). The novelty in this category is the obligation to announce such programmes by an audible warning: “The following programme is not suitable for persons under the age of 12”.

All media service providers broadcasting in non-encrypted form are obliged to adhere to the prescribed manner of marking the programmes.

Media service providers broadcasting in encrypted form are obliged to ensure the recognisability of programmes by a visual sign (a written warning) included immediately before their broadcast, stating that: “The following programme is not suitable for persons under the age of 12/15/18”.

Pravilnika o zaštiti maloljetnika u elektroničkim medijima

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http://narodne-novine.nn.hr/clanci/sluzbeni/2015_03_28_597.html

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