[BY] Advertising Law adopted

IRIS 1997-6:1/14

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The Belarussian Supreme Soviet (the Parliament) adopted and President Aleksandr Lukashenko signed the Law "On Advertising". The Law consists of five Chapters and 25 Articles.

Advertising in Belarus can be in Belarussian and (or) Russian languages (Article 4), this norm is different from those in relevant laws in other ex-USSR States that do not allow advertising in the Russian language. It is not allowed to interrupt broadcasts of official events, children's and religious programmes with commercial breaks. Typical intervals between spots shall not be less than 15 minutes (Article 9). It is not allowed to advertise under the guise of news.

The Law introduces special restrictions on several types of advertising in mass media (Articles 14-15). Advertising of medicine and treatment methods is subject to prior approval by the Office of the Minister of Public Health, while advertising of medicine that is available on a prescription basis only, is prohibited. Alcohol and tobacco products cannot be advertised as such on radio or TV. At the same time, however, product placement and the showing of trade-marks of alcohol and tobacco products, is allowed. When advertising financial, banking, insurance, and investment services, it is not allowed to guarantee their effectiveness (profitability).

State control over advertising shall be executed by the Ministry of Enterprises and Investments. This governmental body has the power to issue warnings to advertisers, orders to stop certain advertising, petition courts as well as the Prosecutor's Office with regards to possible violations of the Law. Decisions of the Ministry can be appealed in courts (Article 23).

Zakon Respubliki Belarus “O reklame”

Advertising Law, published in in Belorusian in Zvyazda daily on 21 February 1997, and in Russian in Zhurnalistika i pravo, April, 1997

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