[AL] Regulator decides against the broadcasting of insurance company advertising spot

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The Audiovisual Media Authority (AMA) issued a statement on November 22, asking television stations to stop broadcasting an advertising spot by a private insurance company. The regulator acted after receiving complaints and took the decision after watching the advertising spot. The advertising spot concerned the company SIGAL-UNIQA Group, or more specifically, an offer it had on private pension funds. AMA decided that the spot openly violated consumer rights "by providing them with information on this specific company only and showing contempt for the public pension insurance system in the Republic of Albania."

In its statement, AMA stated that every company, institution, or individual can broadcast advertising spots on products, services, or other offers, by highlighting the positive and useful aspects they have. However, this promotion should not assume an unfair commercial nature by using labeling and making negative judgments vis-a-vis competitors in the market.

As a result, the regulator instructed television stations to immediately stop broadcasting this advertisement, which was of an unfair commercial nature, as it openly targeted another competitor by identifying and downgrading it. This was the second decision in a few months against commercial actors downgrading public entities; the first one being the decision to ban a similar advertising spot by a private university, at the expense of the public education system.

Ndalimi i reklamës që cënon të drejtat e konsumatorëve

http://ama.gov.al/preview/ndalimi-i-reklames-qe-cenon-te-drejtat-e-konsumatoreve/

Press release from AMA on 22 November 2017

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