[CY] Provisions of the Directive 2018/1808/EU transposed into the law on Public Service Media

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In December 2021, the House of Representatives voted on a Law to incorporate the provisions of the AVMS Directive 2018/1808/EU into the Law on the Cyprus Broadcasting Corporation, Chapter 300A, and also to introduce other changes.

The main sections of the European Directive that are incorporated into the Cyprus Broadcasting Corporation's law are the following:

New and amended definitions Advertising, its distinction from programmes, timing, duration, placement and prohibited products from advertising. Rules governing the content of advertising in respect of human rights, non-discrimination and the protection of children. Rules on product placement. Access to programmes for persons with disabilities. The Corporation's contribution and role in media education in cooperation with the Radio Television Authority. The obligations on the Corporation to respect human rights, the protection of minors and their personal data in its programmes, and the use of means that can ensure the attainment of these goals.

Special rules relating to the advertising of children's toys, and of gambling and betting services are also included in the draft law.The rules refer to the timing, the duration and the content of such advertising, as well as to rules that must be respected in order to protect minors. The Authority is vested with special powers to monitor and even to request the immediate withdrawal of advertisements that may be considered to impair the safety and or development of children.

Ο περί Ραδιοφωνικού Ιδρύματος Κύπρου (Τροποποιητικός) Νόμος του 2021, Ν. 196(Ι)/2021, Ε.Ε. Παρ Ι(Ι), σσ. 1627-1640

http://www.cylaw.org/nomoi/arith/2021_1_196.pdf

Law amending the Law on Cyprus Radio Corporation of 2021, L. 196(I)/2021, Official Gazette, App. I(I), pp. 1627-1640