[CZ] Broadcasting Council imposes fine for inappropriate advertisment

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The television broadcaster, AMC Networks Central Europe s.r.o., has been found by the Broadcasting Council to have committed an offence contracy to Article 60(1)(l) of Act No. 231/2001 Coll. by violating the provisions of Article 49(1)(c) of the same Act. Under this last Article, broadcasters are obliged to ensure that any commercial communication regarding erotic services and products, or human medicinal products or dietary supplements to support erections and sexual performance are not broadcast between 06:00 a.m. and 10:00 p.m.

At 2:07 p.m. on 15 January 2022, the network's SPORT2 programme broadcast an advertisement for "Arginmax". The Broadcasting Council found this to be a commercial communication containing the promotion of the food supplement ARGINMAX FORTE, a preparation for long-term improvement of erection and sexual performance. The advertisment included the audio: "Arginmax improves erections and sexual performance in the long-term" and the image of the words: “Arginmax improves erections and sexual performance long-term".

The communication showed a doctor, Radim Uzel, sitting behind a table in his office. A nurse is also in his office, reading a magazine. She says with surprise, "It says here that half of men over 50 already have erectile disfunction". The doctor quickly picks up a packet of Arginmax and says to the viewer, "And the other half takes Arginmax!"

The Council imposed a fine of CZK 10 000 for this misdemeanor.

Rozhodnutí Rady pro vysílání č.j.RRTV/11387/22

https://www.rrtv.cz/files/Pokuty/f98a6e04-66f3-4e47-bd8f-f63007ce9072.pdf

Decision of the Broadcasting Council Nr. RRTV/11387/22

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