[UA] Amendments to the advertising statute tabled

IRIS 2023-6:1/27

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When, on 13 December 2022, the Ukrainian Parliament, the Supreme Rada, adopted the statute “On the Media” (see IRIS 2023-1:1/6), it was decided that the provisions related to advertising would be discussed further. These provisions would be later adopted as straightforward amendments to the statute “On Advertising” (see IRIS 1997-1:1/20). On 13 April 2023, the bill was submitted by more or less the same members of parliament and, on 20 April, the leading committee of the Supreme Rada recommended its adoption at first reading by the full house of parliament in the current session as “a matter of urgency". The recommendation notes that by adopting these amendments, Ukraine will have completed the process of harmonisation of its national information law with the requirements of the EU Audiovisual Media Services Directive (AVMSD), an important step in its process of accession to the European Union.

The bill focuses on compliance of the key notions of the statute “On Advertising” with those of the AVMSD, by introducing criteria for the identification of advertising under the jurisdiction of Ukraine, the introduction of self- and co-regulation mechanisms in advertising, a total ban on advertising from residents of the aggressor state, a ban on discriminatory or hateful statements or images in advertising, as well as some easing of limitations on advertising in linear audiovisual media services.

Проект Закону про внесення змін до Закону України "Про рекламу" щодо імплементації норм європейського законодавства у національне законодавство України шляхом імплементації окремих положень acquis ЄС у сфері аудіовізуальної реклами (Європейської конвенції про транскордонне телебачення, Директиви Європейського парламенту та Ради 2010/13/ЄС про аудіовізуальні медіа послуги від 10 березня 2010 року зі змінами, внесеними Директивою (ЄС) 2018/1808 від 14 листопада 2018 року) та до деяких інших законі

https://itd.rada.gov.ua/billInfo/Bills/pubFile/1733967

Draft Statute on amendments to the Statute of Ukraine “On Advertising” as to implementation of the norms of European law in the national law of Ukraine by means of implementation of certain provisions of the acquis EU in the sphere of audiovisual advertising (European Convention on Transfrontier Television,

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Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on audiovisual media services as amended by the Directive (EU) 2018/1808 of 14 November 2018), as well as to some other statutes), No 9206, registered on 13 April 2023

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