

**EXECUTIVE ORDER CONCERNING RADIO AND TELEVISION ADVERTISING AND  
PROGRAMME SPONSORSHIP  
- Executive Order No. 194 of 20 March 2003**

**Protection of minors**

**17.** Advertisements directed at minors may not be presented in such a way that they may have a mentally or morally detrimental effect on such minors. They may not be presented in such a way that they exploit minors' natural credulity and loyalty, or their special confidence in parents, teachers or others. They may not undermine such persons' authority and responsibility.

**18.** Advertisements may not unnecessarily show minors in dangerous situations, or encourage or incite minors to stay in or enter dangerous areas, use dangerous products or generally put themselves in dangerous situations.

**19.** Advertisements may not directly appeal to minors to persuade others to buy the advertised product, or promise them prizes as a reward for winning new purchasers.

**20.** Advertisements may not undermine social values, e.g. by conveying the impression that the possession, use or consumption of a product in itself will give minors physical, social or other psychological advantages over other minors, or that the failure to own, use or consume such a product may have the opposite effect. It shall not be permitted for advertisements to be designed to give minors the impression that their failure to own, use or consume the relevant product will in any way make them less privileged than other minors, or expose them to contempt or ridicule.

**21.** - (1) Particular care shall be taken to ensure that advertisements will not mislead minors as to the size, value, type, durability or performance of the advertised product.

(2) Advertisements for toys shall give a clear indication of the toy's actual size. Where the use or the shown or described result of the product requires an extra attachment (e.g. batteries), this shall be clearly indicated. Where a product forms part of a series, this shall be clearly indicated.

(3) Statements of price may not give minors an unrealistic idea of the value of the product, e.g. by using the word "only". No advertisement may suggest that the advertised product is easily affordable by any family.

(4) Advertisements shall indicate the degree of skill required to use the product. Where the result of the use of the product is shown or described, the result presented in the advertisement shall be reasonably achievable by an average viewer in the age group for which the product is designed.

**22.** - (1) Figures, puppets and similar which are important and regular elements in the broadcasting company's programmes directed at children under the age of 14 may not appear in advertisements broadcast by that company for products of particular interest to children under the age of 14.

(2) Persons affiliated with the broadcasting company's programmes directed at children under the age of 14 may not appear in advertisements broadcast by that company for products of special interest to children under the age of 14.

**23.** Advertisements for chocolate, sweets, soft drinks, snacks and similar may not indicate that the product may replace regular meals.

**24.** - (1) Children under the age of 14 may only appear in television advertisements where such appearance is either a natural element of the depicted environment, or necessary in order to explain or demonstrate the use of products associated with children.

(2) Children under the age of 14 may not recommend or provide testimonials endorsing products or services of any kind.