

Advertising to Children and Advertisement of Tobacco and Alcohol

3. d) The televised advert must not morally or physically offend minors and consequently it owes to observe the following criteria for their protection:

aa) it must not directly prompt minors to the market of products or services, exploiting their inexperience and trust.

bb) it must not directly prompt minors to convince their parents or third party to buy the advertised product or services.

cc) it must not exploit the particular trust of the minor towards their parent, teachers, or other people.

dd) it must not present minors in precarious situations without sufficient reason.

The televised advertisement of alcoholic drinks must adhere to the following criteria:

aa) it must not be addressed specifically to minors or show minors consuming such drinks

bb) it must not connect the consumption of alcoholic drinks with improved bodily records or the control of vehicles

cc) it must not cause the impression that the consumption of alcoholic drinks encourages social or sexual success.

dd) it must not imply that alcoholic drinks have therapeutic attributes or that they act as stimulants, sedatives or pain killers

ee) it must not encourage the measureless consumption of alcoholic drinks and give negative picture of the abstention from their consumption or its measured consumption

ff) it must not stress high alcoholic content as an advantage of drinks

The television stations have the obligation not to transmit adverts that violate the regulations and the beginnings of this paragraph, while the adverts that relate directly or indirectly to the natural or legal person or political party or could cause relative connections and justify the exercise of right of answer from those to whom they refer.

4) The advertisement of cigarettes or other tobacco products, medicines, or therapeutic agents that are dispensed only with medical prescription, as well as telecommunications and other services of a sexual character.