

Table on some national rules on commercial communications and promotion of European works

	<i>Prohibition of advertising in children's programmes</i>	<i>Additional prohibition /regulation of alcohol/spirits advertising</i>	<i>Prohibition of sponsorship logo in children's programmes (Article 10(4)) AVMSD)</i>	<i>Stricter quotas for EU works or national language works (Article 13, 16, 17 AVMSD)</i>
Austria	NO PSB must not broadcast advertising targeting minors immediately before and after children's programmes	YES No spirits advertising	NO	YES Non linear services For PSB : European works must account for more than 50% of the catalogue
Belgium (French Community)	YES	YES No spirits advertising on PSB Broadcasters advertising alcohol should provide equivalent free space for prevention campaigns	YES on PSB and local televisions	YES Linear services - 4,5% of the musical works from French community artists of producers - 20% of the programmes in original French language - Majority proportion of the programmes in French language
BE (Flemish Community)	YES	YES No alcohol advertising before and after children's programmes	YES for PSB No sponsoring of children's programmes by alcohol producers	YES Linear/non linear services Sufficient space for Dutch language productions
Bulgaria	NO	YES No direct spirits advertising No indirect spirits advertising before 22.00	YES	NO
Cyprus	NO	NO	NO	YES Non linear services Catalogue must include a minimum of 20% of European works
Czech Republic	NO	NO	NO	YES Non linear services

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				10% of catalogue or 1% of revenues earmarked for European works
Denmark	NO	NO	NO	NO
Germany	YES	YES No advertising on PSB after 20.00, on Sundays and official holidays	YES	NO
Greece	NO	NO	YES	NO
Estonia	NO	YES No alcohol advertising on PSB No alcohol advertising between 7.00 and 21.00	YES	NO
Finland	NO	YES No spirits advertising No alcohol advertising between 07.00 and 21.00	NO	NO
France	NO	YES No alcohol advertising	NO	YES Linear and non linear services European works quota = 60% of the transmission time (TV, also in peak-time) and catalogues (on-demand services) and 40% for original works in French language, with a progressive achievement in on-demand services over 3 years. - Obligation to contribute to the production of cinema films and

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				audiovisual works for all media service providers (percentages of the annual turnover vary according to type of service providers). - Obligation to devote $\frac{3}{4}$ (cinema films and audiovisual works) ¹ of this contribution to independent works.
Hungary	NO	YES No alcohol advertising on PSB No spirits advertising between 18.30 and 21.30	NO	YES Linear services quota of 30% for Hungarian works (out of 50 % for European works) Non linear services promotion of Hungarian works
Ireland	NO	YES No spirits advertising No alcohol advertising in or around children's programmes	NO	NO
Italy	NO but protected time slot between 16.00 and 19.00 and during children programmes (no alcohol, call and contraceptive advertising)	YES No spirits advertising between 16.00 and 9.00 No spirits advertising during breaks immediately before or after children programmes	YES	YES Linear services Stricter rules for PSB: - 20 % reserved to European works made in the last five years, comprising cinematographic works of original Italian expression; - 15 % of the overall annual income earmarked for

¹¹ The proportion of $\frac{3}{4}$ constitutes an average for audiovisual works since it varies according to the channels' turnover.

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				independent works; from which at least 20 % earmarked to production, financing, or purchasing of cinematographic works of original Italian expression with at least 5 % reserved to animation works especially produced for primary education.
Lithuania	YES for PSB	YES No alcohol advertising 18.00 and 23.00 As of 2012, no alcohol advertising	NO	NO
Latvia	NO	YES No spirits advertising	NO	YES Linear services 51 % of their programme's weekly broadcasting time, is reserved for European audiovisual works.
Luxemburg	NO	NO	NO	NO
Malta	NO	YES No alcohol advertising between 06.00 and 21.00	YES	YES Linear services Proper proportion of programmes in Maltese language and information on productions in Maltese language requested in the annual Report
Netherlands	YES	YES No alcohol advertising between 06.00 and 21.00	NO	NO

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Poland	YES	YES No alcohol advertising except beer No beer advertising 06.00 and 20.00 (except during sporting games)	NO	YES Linear services 33% (in the first year 26.4%) of quarterly transmission time for programmes in Polish language
Portugal	NO but no split screen advertising in children's programmes and no interactive advertising in and around children's programmes No advertising for HFPS during children's programmes and no teleshopping	YES No alcohol advertising between 7.00 and 22.30.	NO	YES Linear services 50% of the programmes must be originally in Portuguese language 20% of the broadcasting time : creative works originally in Portuguese language
Romania	NO but prohibition of split screen advertising in programmes destined to minors	YES No spirits advertising between 06.00 and 22.00	NO	NO
Slovakia	NO	YES No alcohol advertising except beer and wine between 06.00 and 22.00 No wine advertising between 06.00 and 20.00	NO	NO
Slovenia	NO	YES No alcohol advertising	NO	YES Linear services - 5% of the annual transmission time for audiovisual works in Slovenian (25% for PSB)

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				<ul style="list-style-type: none"> - 20% of daily transmission time devoted to musical works in Slovenian, 75% of which between 18.00 and 20.00 Non linear services - 5% of catalogues : audiovisual works in Slovenian (25% for PSB) - 10% of European works - 10% independent works - recent works: 50% of independent works
Spain	NO	<p>YES</p> <p>No spirits advertising</p> <p>No alcohol advertising between 6.00 and 20.30.</p>	NO	<p>YES</p> <p>Linear services</p> <ul style="list-style-type: none"> - 25 % of the programmes in one of the official languages of Spain. - Additional yearly financial contribution of audiovisual media services to the production of European films and audiovisual works (60% of which will be in one of the official languages of Spain) <p>Non linear services</p> <ul style="list-style-type: none"> - 15% of the catalogue in one of the official languages of Spain
Sweden	YES	<p>YES</p> <p>No alcohol advertising</p>	NO	<p>YES</p> <p>Linear services</p> <p>Considerable proportion of programmes in the Swedish language, programmes with</p>

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				artists and by authors active in Sweden.
United Kingdom	<p>NO</p> <p>but may not be advertised in or adjacent to :</p> <p>*programmes for minors audiences :</p> <ul style="list-style-type: none"> -Gambling (with some exceptions) / betting -Slimming products / treatments / establishments -Certain religious matters -Live premium rate services <p>*programmes for young audiences :</p> <ul style="list-style-type: none"> -Lotteries/gaming/betting -Medicines, vitamins or dietary supplements -Computer games with 18+, 16+ or 15+ rating -HFSS products -Matches -Trailers for videos carrying an 18 or 15 certificate <p>*programmes for children</p> <ul style="list-style-type: none"> -Sanitary protections -Condoms 	<p>YES</p> <p>No low/ no alcohol drinks advertising adjacent to programmes for young audiences</p>	NO	<p>YES</p> <p>Linear services</p> <p>PSB 25% of independent productions</p>