



atmedia 

# TV CHANNELS' ADVERTISING LIMITS 2023

## Atmedia TV Channels' Advertising Limits

	AMC	AXN	CS Film	CS History	CS Horror
<b>License</b>	CZ	NL	CZ	CZ	CZ
<b>Low-Alcoholic Drinks</b> (<20% Alcohol Content: Beer, Wine, etc.)	YES (18.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)
<b>Hard Liquor</b> (Spirits)	YES (22.00 – 06.00 ONLY)	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
<b>Medical Supplements and Pharmacies</b>	YES	YES	YES	YES	YES
<b>Erotic Services and Products</b> , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
<b>Hazard Gambling, Lotteries and Betting</b>	YES	Explicit rules which require a special approach (2)	YES	YES	YES
<b>Food and Drinks High in Fat, Salt or Sugar</b>	YES	YES	YES	YES	YES
<b>Baby Nutrition and Infant Formula</b> (Kendamil, Beba etc.)	YES	YES	YES	YES	YES
<b>Supermarkets</b> (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
<b>Fast Food Restaurants and Chains</b>	YES	YES	YES	YES	YES
<b>VOD Services</b> (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	NO	NO
<b>Movie Trailers and Promotions</b>	YES	Explicit rules which require a special approach (5)	YES	YES	YES

## Atmedia TV Channels' Advertising Limits

	CS Mystery	Discovery Channel	Disney Channel	Eurosport 1	Film+
<b>License</b>	CZ	NL	ES	FR	CZ
<b>Low-Alcoholic Drinks</b> (<20% Alcohol Content: Beer, Wine, etc. )	YES (18.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	NO	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)
<b>Hard Liquor</b> (Spirits)	YES (22.00 – 06.00 ONLY)	NO	NO	NO	YES (22.00 – 06.00 ONLY)
<b>Medical Supplements and Pharmacies</b>	YES	YES	NO	YES	YES
<b>Erotic Services and Products</b> , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
<b>Hazard Gambling, Lotteries and Betting</b>	YES	Explicit rules which require a special approach (2)	NO	Explicit rules which require a special approach (2)	YES
<b>Food and Drinks High in Fat, Salt or Sugar</b>	YES	YES	NO	YES	YES
<b>Baby Nutrition and Infant Formula</b> (Kendamil, Beba etc.)	YES	NO	NO	YES	YES
<b>Supermarkets</b> (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	NO	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
<b>Fast Food Restaurants and Chains</b>	YES	NO	NO	NO	YES
<b>VOD Services</b> (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	NO	NO
<b>Movie Trailers and Promotions</b>	YES	YES	Explicit rules which require a special approach (5)	NO	YES

## Atmedia TV Channels' Advertising Limits

	FilmBox	FilmBox Stars	JOJ Cinema	JOJ Family	Minimax
<b>License</b>	ES	ES	CZ	CZ	CZ
<b>Low-Alcoholic Drinks</b> (<20% Alcohol Content: Beer, Wine, etc. )	YES (20.30 – 06.00 ONLY)	YES (20.30 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	NO
<b>Hard Liquor</b> (Spirits)	NO	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	NO
<b>Medical Supplements and Pharmacies</b>	YES	YES	YES	YES	Explicit rules which require a special approach (1)
<b>Erotic Services and Products</b> , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	NO
<b>Hazard Gambling, Lotteries and Betting</b>	YES	YES	YES	YES	NO
<b>Food and Drinks High in Fat, Salt or Sugar</b>	YES	YES	YES	YES	Explicit rules which require a special approach (3)
<b>Baby Nutrition and Infant Formula</b> (Kendamil, Beba etc.)	NO	NO	YES	YES	NO
<b>Supermarkets</b> (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	NO
<b>Fast Food Restaurants and Chains</b>	YES	YES	YES	YES	NO
<b>VOD Services</b> (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	NO	NO
<b>Movie Trailers and Promotions</b>	Explicit rules which require a special approach (5)	Explicit rules which require a special approach (5)	YES	YES	Explicit rules which require a special approach (5)

## Atmedia TV Channels' Advertising Limits

	National Geographic	Rebel	Relax	Seznam.cz TV	Spektrum
<b>License</b>	ES	CZ	CZ	CZ	CZ
<b>Low-Alcoholic Drinks</b> (<20% Alcohol Content: Beer, Wine, etc. )	YES (20.30 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)
<b>Hard Liquor</b> (Spirits)	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
<b>Medical Supplements and Pharmacies</b>	YES	YES	YES	YES	YES
<b>Erotic Services and Products</b> , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
<b>Hazard Gambling, Lotteries and Betting</b>	YES	YES	YES	YES	YES
<b>Food and Drinks High in Fat, Salt or Sugar</b>	Explicit rules which require a special approach (3)	YES	YES	YES	YES
<b>Baby Nutrition and Infant Formula</b> (Kendamil, Beba etc.)	NO	YES	YES	YES	YES
<b>Supermarkets</b> (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
<b>Fast Food Restaurants and Chains</b>	YES	YES	YES	YES	YES
<b>VOD Services</b> (HBO Max, Netflix, VOYO etc.)	NO	YES	YES	NO	NO
<b>Movie Trailers and Promotions</b>	Explicit rules which require a special approach (5)	YES	YES	YES	YES

## Atmedia TV Channels' Advertising Limits

	Sport 1	TLC	TV Brno	TV Osem	TV Paprika
<b>License</b>	CZ	NL	CZ	SK	CZ
<b>Low-Alcoholic Drinks</b> (<20% Alcohol Content: Beer, Wine, etc. )	YES (18.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)
<b>Hard Liquor</b> (Spirits)	YES (22.00 – 06.00 ONLY)	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
<b>Medical Supplements and Pharmacies</b>	YES	YES	YES	YES	YES
<b>Erotic Services and Products</b> , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
<b>Hazard Gambling, Lotteries and Betting</b>	Explicit rules which require a special approach (2)	Explicit rules which require a special approach (2)	YES	YES	YES
<b>Food and Drinks High in Fat, Salt or Sugar</b>	YES	YES	YES	YES	YES
<b>Baby Nutrition and Infant Formula</b> (Kendamil, Beba etc.)	YES	NO	YES	YES	YES
<b>Supermarkets</b> (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
<b>Fast Food Restaurants and Chains</b>	YES	NO	YES	YES	YES
<b>VOD Services</b> (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	NO	NO
<b>Movie Trailers and Promotions</b>	YES	YES	YES	YES	YES

## Atmedia TV Channels' Advertising Limits

	V1
<b>License</b>	CZ
<b>Low-Alcoholic Drinks</b> (<20% Alcohol Content: Beer, Wine, etc. )	YES (18.00 – 06.00 ONLY)
<b>Hard Liquor</b> (Spirits)	YES (22.00 – 06.00 ONLY)
<b>Medical Supplements and Pharmacies</b>	YES
<b>Erotic Services and Products</b> , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)
<b>Hazard Gambling, Lotteries and Betting</b>	YES
<b>Food and Drinks High in Fat, Salt or Sugar</b>	YES
<b>Baby Nutrition and Infant Formula</b> (Kendamil, Beba etc.)	YES
<b>Supermarkets</b> (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)
<b>Fast Food Restaurants and Chains</b>	YES
<b>VOD Services</b> (HBO Max, Netflix, VOYO etc.)	NO
<b>Movie Trailers and Promotions</b>	YES

## Atmedia TV Channels' Advertising Limits

### (1) Medical Supplements and Pharmacies

- > Restricted communication promoting prescription drugs and health care products specifically aimed at adults and irrelevant to children and young audience (e.g. intimate hygiene products, aphrodisiac drugs, nutritional supplements, etc.). The same applies to communication presenting adult health problems treatments, or gender-specific health issues (e.g. vaginal infection, nail fungus, prostate issues, etc.).

### (2) Hazard Gambling, Lotteries and Betting

- > Communication promoting online casinos, sports betting, bingo, poker, or other hazard games is only permitted on the basis of a prior written consent. This communication must target people aged 18 years or older.

### (3) Food and Drinks High in Fat, Salt or Sugar

- > Ban on communication promoting health-damaging food products aimed at children and young audience. It primarily concerns foods with high content of saturated fat, sugar, salt, or sweeteners (candy, industrial pastries, energy drinks, fruit juices or ice creams.)

### (4) Supermarkets (Tesco, Penny, Kaufland etc.)

- > Restricted communication concerning supermarket chains, whose commercial spots advertise alcoholic beverages. Assuming that the commercial spot advertises an alcoholic beverage, there apply the same broadcasting rules as for the low-alcoholic drinks (<20% alcohol content: beer, wine, etc.) and hard liquor (spirits).

### (5) Movie Trailers and Promotions

- > Ban on communication promoting movie trailers and promotions advertised by competing media providers and rival TV groups.



# Contacts



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Media Sales House of Thematic TV Channels