



atmedia 

**TV CHANNELS'
ADVERTISING LIMITS
2024**

Atmedia TV Channels' Advertising Limits

| | AMC | AXN | CANAL+ Action | CS Film | CS History |
|---|---|---|---|---|---|
| License | CZ | NL | LU | CZ | CZ |
| Low-Alcoholic Drinks (<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) |
| Hard Liquor (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) |
| Medical Supplements and Pharmacies | YES | YES | YES | YES | YES |
| Erotic Services and Products , 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) |
| Hazard Gambling, Lotteries and Betting | YES | Explicit rules which require a special approach (2) | Explicit rules which require a special approach (2) | YES | YES |
| Food and Drinks High in Fat, Salt or Sugar | YES | YES | YES | YES | YES |
| Baby Nutrition and Infant Formula (Kendamil, Beba etc.) | YES | YES | YES | YES | YES |
| Supermarkets (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) |
| Fast Food Restaurants and Chains | YES | YES | YES | YES | YES |
| VOD Services (HBO Max, Netflix, VOYO etc.) | NO | NO | NO | NO | NO |
| Movie Trailers and Promotions | YES | Explicit rules which require a special approach (5) | Explicit rules which require a special approach (5) | YES | YES |

Atmedia TV Channels' Advertising Limits

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

Atmedia TV Channels' Advertising Limits

| | Film+ | FilmBox | FilmBox Stars | JOJ Cinema | JOJ Family |
|---|---|---|---|---|---|
| License | CZ | ES | ES | CZ | CZ |
| Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.) | YES (18.00 – 06.00 ONLY) | YES (20.30 – 06.00 ONLY) | YES (20.30 – 06.00 ONLY) | YES (18.00 – 06.00 ONLY) | YES (18.00 – 06.00 ONLY) |
| Hard Liquor (Spirits) | YES (22.00 – 06.00 ONLY) | NO | NO | YES (22.00 – 06.00 ONLY) | YES (22.00 – 06.00 ONLY) |
| Medical Supplements and Pharmacies | YES | YES | YES | YES | YES |
| Erotic Services and Products , 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) |
| Hazard Gambling, Lotteries and Betting | YES | YES | YES | YES | YES |
| Food and Drinks High in Fat, Salt or Sugar | YES | YES | YES | YES | YES |
| Baby Nutrition and Infant Formula (Kendamil, Beba etc.) | YES | NO | NO | YES | YES |
| Supermarkets (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) |
| Fast Food Restaurants and Chains | YES | YES | YES | YES | YES |
| VOD Services (HBO Max, Netflix, VOYO etc.) | NO | NO | NO | NO | NO |
| Movie Trailers and Promotions | YES | Explicit rules which require a special approach (5) | Explicit rules which require a special approach (5) | YES | YES |

Atmedia TV Channels' Advertising Limits

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

Atmedia TV Channels' Advertising Limits

| | Spektrum | Spektrum Home | Sport 2 | TLC | TV Brno |
|---|---|---|---|---|---|
| License | CZ | CZ | CZ | NL | CZ |
| Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.) | YES (18.00 – 06.00 ONLY) | YES (18.00 – 06.00 ONLY) | YES (18.00 – 06.00 ONLY) | YES (21.00 – 06.00 ONLY) | YES (18.00 – 06.00 ONLY) |
| Hard Liquor (Spirits) | YES (22.00 – 06.00 ONLY) | YES (22.00 – 06.00 ONLY) | YES (22.00 – 06.00 ONLY) | NO | YES (22.00 – 06.00 ONLY) |
| Medical Supplements and Pharmacies | YES | YES | YES | YES | YES |
| Erotic Services and Products , 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) |
| Hazard Gambling, Lotteries and Betting | YES | YES | Explicit rules which require a special approach (2) | Explicit rules which require a special approach (2) | YES |
| Food and Drinks High in Fat, Salt or Sugar | YES | YES | YES | YES | YES |
| Baby Nutrition and Infant Formula (Kendamil, Beba etc.) | YES | YES | YES | NO | YES |
| Supermarkets (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) |
| Fast Food Restaurants and Chains | YES | YES | YES | NO | YES |
| VOD Services (HBO Max, Netflix, VOYO etc.) | NO | NO | NO | NO | NO |
| Movie Trailers and Promotions | YES | YES | YES | YES | YES |

Atmedia TV Channels' Advertising Limits

| | TV Osem | TV Paprika | V1 |
|---|---|---|---|
| License | SK | CZ | CZ |
| Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.) | YES (18.00 – 06.00 ONLY) | YES (18.00 – 06.00 ONLY) | YES (18.00 – 06.00 ONLY) |
| Hard Liquor (Spirits) | YES (22.00 – 06.00 ONLY) | YES (22.00 – 06.00 ONLY) | YES (22.00 – 06.00 ONLY) |
| Medical Supplements and Pharmacies | YES | YES | YES |
| Erotic Services and Products , 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) |
| Hazard Gambling, Lotteries and Betting | YES | YES | YES |
| Food and Drinks High in Fat, Salt or Sugar | YES | YES | YES |
| Baby Nutrition and Infant Formula (Kendamil, Beba etc.) | YES | YES | YES |
| Supermarkets (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) |
| Fast Food Restaurants and Chains | YES | YES | YES |
| VOD Services (HBO Max, Netflix, VOYO etc.) | NO | NO | NO |
| Movie Trailers and Promotions | YES | YES | 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.



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