



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 Mystery	Discovery Channel	Disney Channel	Eurosport 1	Film+
License	CZ	NL	ES	FR	CZ
Low-Alcoholic Drinks (<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)
Hard Liquor (Spirits)	YES (22.00 – 06.00 ONLY)	NO	NO	NO	YES (22.00 – 06.00 ONLY)
Medical Supplements and Pharmacies	YES	YES	NO	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)	NO	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)	NO	Explicit rules which require a special approach (2)	YES
Food and Drinks High in Fat, Salt or Sugar	YES	YES	NO	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)	NO	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
Fast Food Restaurants and Chains	YES	NO	NO	NO	YES
VOD Services (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	NO	NO
Movie Trailers and Promotions	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
License	ES	ES	CZ	CZ	CZ
Low-Alcoholic Drinks (<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
Hard Liquor (Spirits)	NO	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	NO
Medical Supplements and Pharmacies	YES	YES	YES	YES	Explicit rules which require a special approach (1)
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)	NO
Hazard Gambling, Lotteries and Betting	YES	YES	YES	YES	NO
Food and Drinks High in Fat, Salt or Sugar	YES	YES	YES	YES	Explicit rules which require a special approach (3)
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	NO	NO	YES	YES	NO
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)	NO
Fast Food Restaurants and Chains	YES	YES	YES	YES	NO
VOD Services (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	NO	NO
Movie Trailers and Promotions	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
License	ES	CZ	CZ	CZ	CZ
Low-Alcoholic Drinks (<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)
Hard Liquor (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)
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	Explicit rules which require a special approach (3)	YES	YES	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	NO	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	YES	YES	NO	NO
Movie Trailers and Promotions	Explicit rules which require a special approach (5)	YES	YES	YES	YES

Atmedia TV Channels' Advertising Limits

	Spektrum Home	Sport 2	TLC	TV Paprika	Warner TV
License	CZ	CZ	NL	CZ	CZ
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)	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)	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	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	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	NO	YES	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

(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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