

The background is a dark blue gradient. It features several overlapping circular elements: a large yellow circle with a play button icon in the center, a smaller blue circle with a refresh icon, and various other circles in red, light blue, and white. The text is positioned on the right side of the image.

atmedia 

ADVERTISING LIMITS

2025

	AXN	CANAL+ Action	CS Film	CS History	CS Mystery
License	NL	LU	CZ	CZ	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (21.00 – 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)	YES (21.00 – 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)
Medical Supplements and Pharmacies	Explicit rules which require a special approach (1)	Explicit rules which require a special approach (1)	Explicit rules which require a special approach (1)	Explicit rules which require a special approach (1)	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)	YES (22.00 – 06.00 ONLY)
Hazard Gambling, Lotteries and Betting	Explicit rules which require a special approach (2)	Explicit rules which require a special approach (2)	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	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.)	YES	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	YES

	Discovery Channel	Disney Channel	Eurosport 1	FilmBox	FilmBox Stars
License	NL	ES	FR	ES	ES
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (21.00 – 06.00 ONLY)	NO	YES (18.00 – 06.00 ONLY)	YES (20.30 – 06.00 ONLY)	YES (20.30 – 06.00 ONLY)
Hard Liquor (Spirits)	NO	NO	NO	NO	NO
Medical Supplements and Pharmacies	Explicit rules which require a special approach (1)	NO	Explicit rules which require a special approach (1)	Explicit rules which require a special approach (1)	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)	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
Hazard Gambling, Lotteries and Betting	Explicit rules which require a special approach (2)	NO	Explicit rules which require a special approach (2)	YES	YES
Food and Drinks High in Fat, Salt or Sugar	YES	NO	YES	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	NO	NO	YES	NO	NO
Supermarkets (Tesco, Penny, Kaufland etc.)	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)	Explicit rules which require a special approach (4)
Fast Food Restaurants and Chains	NO	NO	NO	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)	NO	Explicit rules which require a special approach (5)	Explicit rules which require a special approach (5)

	JOJ Cinema	JOJ Family	National Geographic	Rebel	Relax
License	CZ	CZ	ES	CZ	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (20.30 – 05.00 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	Explicit rules which require a special approach (1)	Explicit rules which require a special approach (1)	Explicit rules which require a special approach (1)	Explicit rules which require a special approach (1)	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)	YES (22.00 – 06.00 ONLY)
Hazard Gambling, Lotteries and Betting	YES	YES	YES (01.00 – 05.00 ONLY)	YES	YES
Food and Drinks High in Fat, Salt or Sugar	YES	YES	Explicit rules which require a special approach (3)	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	YES	YES	YES
VOD Services (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	YES	YES
Movie Trailers and Promotions	YES	YES	Explicit rules which require a special approach (5)	YES	YES

	Seznam.cz TV	TLC	Warner TV
License	CZ	NL	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (17.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)
Hard Liquor (Spirits)	YES (17.00 – 06.00 ONLY)	NO	YES (22.00 – 06.00 ONLY)
Medical Supplements and Pharmacies	Explicit rules which require a special approach (1)	Explicit rules which require a special approach (1)	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)
Hazard Gambling, Lotteries and Betting	YES	Explicit rules which require a special approach (2)	YES
Food and Drinks High in Fat, Salt or Sugar	YES	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	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)
Fast Food Restaurants and Chains	YES	NO	YES
VOD Services (HBO Max, Netflix, VOYO etc.)	YES	NO	NO
Movie Trailers and Promotions	YES	YES	YES

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.

Our Sales Team



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