atmedia

TV ADVERTISING REGULATIONS

2027

	AXN	AXN Black	AXN White	CANAL+ Action	CS Film
License	NL	NL	NL	LU	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (21.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES
Hard Liquor (Spirits)	YES (21.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES
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 (21.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	Explicit rules which require a special approach (2)	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)	Explicit rules which require a special approach (3)	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	NO	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)	YES
Fast Food Restaurants and Chains	YES	YES	YES	YES	YES
VOD Services (Netflix, HBO Max, Disney+, Oneplay etc.)	Explicit rules which require a special approach (5)	Explicit rules which require a special approach (5)	Explicit rules which require a special approach (5)	NO	NO
Movie Trailers and Promotions	YES	YES	YES	Explicit rules which require a special approach (6)	YES

	CS History	CS Mystery	Discovery Channel	Disney Channel	Eurosport 1
License	CZ	CZ	NL	ES	FR
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES	YES	YES (21.00 – 06.00 ONLY)	NO	NO
Hard Liquor (Spirits)	YES	YES	YES (21.00 – 06.00 ONLY)	NO	NO
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)	NO	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)	NO	NO
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.)	YES	YES	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 (Netflix, HBO Max, Disney+, Oneplay etc.)	NO	NO	NO	NO	NO
Movie Trailers and Promotions	YES	YES	YES	Explicit rules which require a special approach (6)	NO

	FILMBOX+ Comedy	FILMBOX+ Emotion	FILMBOX+ Hits	FILMBOX+ Love & Crime	FILMBOX+ One
License	ES	ES	ES	ES	ES
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (20.30 – 06.00 ONLY)	YES (20.30 – 06.00 ONLY)	YES (20.30 – 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)	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	YES	YES
Food and Drinks High in Fat, Salt or Sugar	YES	YES	YES	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	NO	NO	NO	NO	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)	Explicit rules which require a special approach (4)
Fast Food Restaurants and Chains	YES	YES	YES	YES	YES
VOD Services (Netflix, HBO Max, Disney+, Oneplay etc.)	NO	NO	NO	NO	NO
Movie Trailers and Promotions	Explicit rules which require a special approach (6)	Explicit rules which require a special approach (6)	Explicit rules which require a special approach (6)	Explicit rules which require a special approach (6)	Explicit rules which require a special approach (6)

	JOJ Cinema	JOJ Family	National Geographic	REBEL	RELAX
License	CZ	CZ	ES	CZ	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES	YES	YES (20.30 – 05.00 ONLY)	YES	YES
Hard Liquor (Spirits)	YES	YES	NO	YES	YES
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 (01.00 – 05.00 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.)	YES	YES	Explicit rules which require a special approach (4)	YES	YES
Fast Food Restaurants and Chains	YES	YES	YES	YES	YES
VOD Services (Netflix, HBO Max, Disney+, Oneplay etc.)	NO	NO	NO	YES	YES
Movie Trailers and Promotions	YES	YES	Explicit rules which require a special approach (6)	YES	YES

	TLC	Warner TV
License	NL	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (21.00 – 06.00 ONLY)	YES
Hard Liquor (Spirits)	YES (21.00 – 06.00 ONLY)	YES
Medical Supplements and Pharmacies	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)
Hazard Gambling, Lotteries and Betting	Explicit rules which require a special approach (2)	YES
Food and Drinks High in Fat, Salt or Sugar	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	NO	YES
Supermarkets (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	YES
Fast Food Restaurants and Chains	NO	YES
VOD Services (Netflix, HBO Max, Disney+, Oneplay etc.)	NO	NO
Movie Trailers and Promotions	YES	YES

TV Advertising Regulations

(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) VOD Services

Allowed to be advertised in legal terms, but in each case bound to prior approval.

(6) 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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