



COMMUNIQUE DE PRESSE
PRESS RELEASE

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Television without limits for advertisers ?

The European Parliament voted today in first reading for a future landscape for audiovisual media services in the revision of the TWF. Unfortunately, this is not the landscape that consumers want. It would mean more advertising on TV, including hidden advertising in the form of product placement.

We are pleased that the Parliament recognised the need to restrict advertising of FHSSS (foods high in fat, sugar and salt) to children but regret that they chose to promote a voluntary instead of a mandatory approach. Existing codes in Spain, the Netherlands, and the UK have failed to deliver results. UK children will soon be better off following a recent decision of the UK communications regulator (Ofcom) to ban children's adverts of unhealthy food. We need clear legislation, not further opportunity for circumvention.

If we follow MEPs decision children will be submitted:

- To as many adverts as now (if not more) for foods high in fat, sugar and salt (except if industry suddenly realised how to make a efficient code of conduct - which would be news to us)
- To hidden advertising in the form of product placement, prohibited in children's programmes but not in other programmes in front of which they spend more than 70% of their TV viewing time
- To even more adverts not only between their programmes, but also in the middle of their programmes

Jim Murray, BEUC Director, stated: "MEPs recognized the need to restrict advertising of foods high in fat sugar and salt to children but opted for an ineffective voluntary approach, which will not work. Would the Parliament ask turkeys to make a code of practice for celebrating Christmas?"

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