

Tobacco products: advertising and sponsorship by press, radio, television

1989/0194(COD) - 18/04/1989 - Legislative proposal

This proposal for a Council Directive concerns the advertising of tobacco products in the press and by means of bills and posters. Because of diverse national legislation on the matter, this Directive provides for partial harmonisation, and is based on the most advanced system of governing authorised advertising, namely the Irish one. Unambiguous warnings must appear on an alternating basis on a substantial area of the advertising space. For reasons of continuity and consistency, the warnings would be the same as those laid down in the proposed Council Directive on the labelling of tobacco products. It would also be aligned with the legislation in force or in preparation, maintaining the ban on indirect advertising and limiting the content of authorized advertising to only showing the tobacco products in question since the purpose is to avoid any association being made between smoking and professional or sexual advantage, the enjoyment of wide open spaces, fresh air, adventure and freedom. The proposal's annex contains a list of health warnings. Member States would have to prohibit all advertising for tobacco products in publications mainly intended for people under 18. Member States will have the right to introduce stricter provisions than those contained in the Directive, as long as these do not imply modifications of the content or form of advertisements as provided for in this Directive.