

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

1989/0194(COD) - 19/04/1990 - Modified legislative proposal

In its opinion of March 1990, the Parliament consulted under the cooperation procedure called for a total ban on advertising for tobacco products. As the Health Council failed to achieve a qualified majority in December 1990, the successive steps approach recommended by the Commission became inapplicable because of the tight time limits. Thus, this new modified proposal aims at a full harmonization of Member States' provisions on the advertising of tobacco products by the introduction of a ban on all tobacco advertising. The proposal would, however, permit advertising in establishments specialising in the sale of tobacco and with enclosed indoor premises for serving their customers. All indirect advertising for tobacco products would also be banned.