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

1989/0194(COD) - 12/02/1998 - Commission communication on Council's position

In its opinion on the common position of the Council concerning the proposal for a directive on tobacco advertising, the Commission considered that the Council text, obtained after 6 years of negotiation, was an acceptable compromise. It considered that the measures for which provision is made in the common position were more operational than before and the effects more transparent (in particular, the provisions relating to indirect advertising). The provisions of the common position relating to sponsorship were equally balanced and allowed for deferred implementation in order to take account of specific commercial circumstances in the Member States. Finally, the provisions relating to the drafting of a Commission report accompanied, if applicable, by suitable proposals, were of a nature to ensure standardised application of the provisions of the directive, while preventing its circumvention. The Commission likewise pointed out that it made a declaration when the common position was adopted to the effect that it intended to actively examine the updating of directives on labelling of tobacco products and the tar content of cigarettes. Other actions were also envisaged, such as, for example, in the field of additives in tobacco products.