

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

1989/0194(COD) - 14/03/1990 - Text adopted by Parliament, 1st reading/single reading

The Parliament called for a number of amendments to the Commission's text. In particular, Parliament called for : - Member States to be allowed to take stricter measures under certain conditions; - recognition to be given to the invaluable contribution which advertising makes to consumer information and choice and for a ban or limit on advertising to only be considered in exceptional circumstances; - the definition of 'advertising' to be modified so as to prevent the ban being circumvented; - automatic vending machines not to be included under the definition 'tobacco sales outlets'; - provisions to be set down governing a company's right to advertise under its brand or trademark products other than tobacco products; - consumer or anti-smoking organisations to be recognised as having a legitimate interest in taking action against tobacco products.