

Advertising and sponsorship of tobacco products

2001/0119(COD) - 20/11/2002 - Text adopted by Parliament, 1st reading/single reading

The European Parliament adopted by 309 votes to 203, with 39 abstentions a resolution on tobacco advertising. Its rapporteur was Manuel MEDINA ORTEGA (PES, Spain). Parliament rejected many of the amendments passed by the Legal Affairs Committee. The main amendment adopted by Parliament states, as a recital, that the Directive regulates the advertising of tobacco products in the media other than the television, i.e., in the press and other printed publications, in radio broadcasting and in information society services. The Directive also regulates the sponsorship, by tobacco companies, of radio programmes, and of events taking place in several Member States or otherwise having cross-border effects, including the free or discounted distribution of tobacco products. Other forms of advertising, such as indirect advertising, as well as the sponsorship of events or activities without cross-border effects, fall outside the scope of the Directive. Subject to the Treaty, Member States retain the competence to regulate these matters as they deem necessary to guarantee the protection of human health.