DOKLESTIC PARTNERS

SUPPORTING BUSINESS

EACH CLIENT HAS ITS OWN PREFERENCES, NEEDS AND EXPECTATIONS. WE ARE HERE TO ADJUST TO THEM AND SUPPORT THE CLIENT'S BUSINESS.

INFO-LETAK br. 07/2016

Dozvoljeno oglašavanje alkoholnih pića i zabrana oglašavanja elektronskih cigareta

Od 6. maja 2016. godine počela je primena novog Zakona o oglašavanju („Sl. glasnik RS“, br. 6/2016; u daljem tekstu: „Zakon“).

Novim Zakonom ponovo je uvedena sloboda oglašavanja alkoholnih pića sa sadržajem alkohola većim od 20% putem elektronskih medija. Ipak, oglašavanje ovih proizvoda je ograničeno samo na noćne termine, odnosno u periodu od 23:00 do 06:00 časova i to isključivo u elektronskim medijima.

Za razliku od alkoholnih pića koja u sebi sadrže procenat alkohola veći od 20%, kod onih pića sa nižim sadržajem alkohola oglašavanje je dozvoljeno i u štampanim medijima, ali samo ukoliko nisu ciljno ili tematski namenjeni deci ili maloletnicima. Dodatno, oglašavanje alkoholnih pića (sa procentom alkohola ispod 20%) dozvoljeno je:

- na javnom prostoru na mestu koje je udaljeno najmanje 100 metara vazdušnom linijom od najbliže tačke kompleksa predškolske, školske, zdravstvene ili ustanove namenjene maloletnicima;
- na prevoznim sredstvima, osim sredstvima javnog prevoza;
- putem elektronskih medija, u bioskopima, pozorištima ili drugim prostorima gde se vrši prikazivanje odnosno izvođenje predstava, u terminu od 18:00 do 06:00 časova, osim ako su tematski ili ciljno namenjene deci ili maloletnicima;
- u vezi i na sportskim događajima;
- putem internet oglašavanja.

Za razliku od određene liberalizacije oglašavanja alkoholnih pića, Zakonom je uvedena zabrana oglašavanja elektronskih cigareta, tečnosti i delova za elektronske cigarete, kao i drugih proizvoda koji po svojoj funkciji predstavljaju ili zamenjuju cigarete i druge duvanske proizvode, pa je na taj način izjednačeno oglašavanje ove vrste proizvoda sa oglašavanjem duvanskih proizvoda.

NEWSLETTER no. 07/2016

Allowed advertising of alcoholic beverages and prohibition of advertising electronic cigarettes

On 6 May 2016. started the implementation of a new Law on Advertising ("Official Gazette of RS", no. 6/2016; hereinafter "the Law").

The new Law has re-introduced the freedom of advertising of alcoholic beverages with alcohol content of more than 20% through the electronic media. However, the advertising of these products is limited only to the night periods, i.e. for the period from 23:00 to 06:00 h and only in electronic media.

Unlike alcoholic beverages that contain percentage of alcohol greater than 20%, at those drinks with lower alcohol content advertising is allowed and in printed media, but only if they are not targeted or a thematically intended for children or minors. Additionally, advertising of alcoholic beverages (with alcohol percentage below 20%) is allowed:

- in a public space in a place that is at least 100 meters' airline away from the nearest point of complex of the preschool, school, health care or facilities for minors;
- on the means of transport, except on the means of public transport;
- via electronic media, in cinemas, theatres or other areas where the performance is done, in the period from 18:00 to 06:00 h, unless they are thematically or targeted for children or minors;
- at or in relation to sporting events;
- via internet advertising.

Unlike a certain liberalisation of advertising of alcoholic beverages, the Law introduced a ban on advertising of electronic cigarettes, fluids and parts for electronic cigarettes, as well as other products that by their function represent or replace the cigarettes and other tobacco products, and in that manner the advertising of this type of products became equal with advertising of tobacco products.

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Za više informacija o ovome kontaktirati



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