

Autentisk tekst

- 3 The transmission of audiovisual works such as feature films and films made for television (excluding series, serials, light entertainment programmes and documentaries), provided their scheduled duration is more than forty-five minutes, may be interrupted once for each complete period of forty-five minutes. A further interruption is allowed if their scheduled duration is at least twenty minutes longer than two or more complete periods of forty-five minutes.
- 4 Where programmes, other than those covered by paragraph 2, are interrupted by advertising or tele-shopping spots, a period of at least twenty minutes should elapse between each successive advertising or tele-shopping break within the programme.
- 5 Advertising and tele-shopping shall not be inserted in any broadcast of a religious service. News and current affairs programmes, documentaries, religious programmes, and children's programmes, when their scheduled duration is less than thirty minutes, shall not be interrupted by advertising or tele-shopping. If their scheduled duration is thirty minutes or longer, the provisions of the previous paragraphs shall apply.

Article 15 – Advertising and teleshopping of particular products

- 1 Advertising and tele-shopping for tobacco products shall not be allowed.
- 2 Advertising and tele-shopping for alcoholic beverages of all varieties shall comply with the following rules:
 - a they shall not be addressed particularly to minors and no one associated with the consumption of alcoholic beverage in advertising or tele-shopping should seem to be a minor;
 - b they shall not link the consumption of alcohol to physical performance or driving;

Dansk oversættelse

- 3 Transmissioner af audiovisuelle værker som f.eks. spillefilm og tv-film (med undtagelse af serier, føljetoner, lette underholdningsudsendelser og dokumentarfilm) kan, hvis deres programsatte varighed overstiger 45 minutter, afbrydes én gang for hver periode på 45 minutter. Endnu en afbrydelse er tilladt, hvis den programsatte varighed er mindst 20 minutter længere end to eller flere samlede perioder på 45 minutter.
- 4 Hvis andre udsendelser end dem, der er omfattet af stk. 2, afbrydes af reklamer eller teleshoppingindslag, bør der gå mindst 20 minutter mellem de enkelte afbrydelser af udsendelsen.
- 5 Der må ikke placeres reklamer og teleshopping i transmissioner af gudstjenester. Nyhedsudsendelser, aktualitetsudsendelser, dokumentarfilm, religiøse udsendelser og børneudsendelser, hvis programsatte varighed er under 30 minutter, må ikke afbrydes af reklame eller af teleshopping. Er den programsatte varighed mindst 30 minutter, gælder bestemmelserne i ovenstående stykker.

Artikel 15 – Reklame og teleshopping vedrørende bestemte produkter

- 1 Reklamer og teleshopping vedrørende tobaksvarer er ikke tilladt.
- 2 Reklamer og teleshopping vedrørende alle former for alkoholholdige drikkevarer skal opfylde følgende regler:
 - a de må ikke være rettet direkte mod mindreårige, og personer forbundet med indtagelse af alkoholholdige drikkevarer i reklamer eller teleshopping må ikke antages for at være en mindreårig;
 - b de må ikke forbinde indtagelse af alkohol med fysiske præstationer eller bilkørsel;