

European Communities

EUROPEAN PARLIAMENT

Working Documents

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MOTION FOR A RESOLUTION

tabled by Mrs R. DURY

pursuant to Rule 47 of the Rules of Procedure

on television advertising in the Member States

PE 78.360

The European Parliament,

- whereas in some Member States television broadcasting is restricted to public monopolies consisting of one or more institutions, while other Member States permit private groups to organize television broadcasts, subject to certain conditions,

 - whereas some Member States do not permit television advertising either by public monopolies or by private groups, while other Member States authorize television advertising by public monopolies, private groups or both,

 - whereas, notwithstanding the differing national provisions on television advertising, many inhabitants of the Community are able to receive advertising from abroad, either by wireless or cable distribution,

 - whereas the technical opportunities for the broadcasting of television advertising are constantly growing, particularly through the use of satellites,

 - whereas the cultural, psychological, social and economic consequences of television advertising must be analysed, taking account of the different arrangements in the Member States,
1. Calls on the Commission to make a study of the cultural, psychological, social and economic consequences of television advertising, taking into account the different arrangements in force in the Member States;

 2. Considers that television advertising should be governed by the most stringent provisions common to the Member States concerned;

 3. Instructs its President to forward the motion for a resolution to the appropriate committee and the Commission of the European Communities.