



HUNGARY  
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## Country Report

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<b>Regulation</b>	Act XX of 2002
<b>Topic:</b>	Act on Radio and TV Broadcasting: approximation to EU Law.
<b>Who:</b>	Hungarian Parliament
<b>When:</b>	July 17 <sup>th</sup> , 2002
<b>What happened:</b>	<p>Within the frameworks of the Association Agreement between the Republic of Hungary and the European Union, the Parliament has passed this act in order to approximate Hungarian regulations with Directives 89/552 and 97/36 of the European Union.</p> <p>The modifications include the extension of the <b>scope of application</b> of the Act (for example, in case the registered office of the broadcaster is situated in a country of the EU and editorial decisions are adopted in Hungary, or in case the registered office is situated in Hungary and editorial decision are adopted in a country of the EU).</p> <p>The Act introduces the concept of <b>TV Shopping</b> and TV Shopping window programmes, and establishes broadcasting time limits for them.</p> <p>A new chapter regarding the <b>Protection of Children</b> was adopted. Programs must be classified into categories (I, II, III, IV and V); programs included in categories III and IV may only be broadcasted at determined times, while those included in category V may not be broadcasted. It's mandatory to indicate with a pictogram the category of the program (except for I category programs).</p> <p>It also introduces the concept of <b>European works (of art)</b>, setting minimum broadcasting times.</p> <p>The act also prescribes that broadcasting <b>exclusivity rights</b> may not be exercised if it excludes the possibility to watch socially important events to a</p>

	<p>significant portion of the population.</p> <p>It also includes other dispositions regarding alcohol ads, political ads, and collaboration with the European Commission.</p> <p>Regulations regarding the scope of application, European works of art, and collaboration with the European Commission will only entry into force from the day the Hungarian Parliament ratifies the EU's Accession Treaty.</p>
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<b>Topic:</b>	Vodafone Hungary
<b>Who:</b>	Self-Regulation Advertising Corporation (ÖRT)
<b>When:</b>	June, 2002
<b>What happened:</b>	<p>In Vodafone's ad, fixed phones and phone cabins were shown being thrown away to the garbage.</p> <p>The Self-Regulation Advertising Corporation considered that Vodafone's telephone-throwing ad infringes the prescriptions of the Hungarian Code of Advertising Ethics.</p> <p>The Corporation considers that it doesn't meet the fair and objective comparison exigencies and offends the good reputation of fix phone subscribers.</p>

<b>Topic:</b>	Language Act – Scope of Application
<b>Who:</b>	Self-Regulation Advertising Board – Hungarian Advertising Association
<b>When:</b>	March, 2002
<b>What happened:</b>	<p>According to Act XCVI of 2001, the texts of business advertisements in Hungarian publications, radio and TV, including slogans, must be in Hungarian Language. As well know, this prescription may also be observed if the text appears in a foreign language together with the same text in Hungarian, being both of them of the same size and perceptibility.</p> <p>According to the position of the Self-Regulation Advertising Board of the Hungarian Advertising Association, the Act only applies to business ads. These means that the Act does not apply to other types of advertising, such</p>

	as socially motivated ads, work offers and political ads (provided that they are not disguised business ads)
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<b>Topic:</b>	Political advertising
<b>Who:</b>	Self-Regulation bodies (IAA, MAKSZ, MLE, MRSZ, MKRSZ, ÖRT, TORTA, DME)
<b>When:</b>	March, 2002.
<b>What happened:</b>	<p>Act on Business Advertising only applies to business advertising. Within the regulations affecting advertising activity, only the Act on TV and Radio Broadcasting defines the concept of political advertising, understanding as political advertising a programme which:</p> <ul style="list-style-type: none"> <li>a) calls upon, influences the audience, to support the participation and success of any party or political movement, or its candidates, in the elections, or initiating a referendum,</li> <li>b) popularizes the name, activity objectives, slogan, emblem and the image formed of a party or political movement.</li> </ul> <p>According to the joint position of the above mentioned self-regulation bodies, this concept should be extended, so that:</p> <ul style="list-style-type: none"> <li>a) ads popularizing political parties and movements are political advertising, also when published in a non-electronic media;</li> <li>c) during electoral periods, without regards of the type and place of publication, it is considered political any advertising intended to or that is able to influence the electoral will of the electors published for any kind of payment (in cash or services).</li> </ul>