

Advertising Placement Legislation: Austria

A. Advertising Airtime	Private Radio	Public Radio
Does your national legislation refer to a maximum amount of advertising time?	Yes	Yes
Does your national legislation say anything about a maximum daily amount of advertising time?	Yes	Yes
<p><i>If yes, please specify what the daily amount of advertising is. If the amount is expressed in percentage, please indicate in the comment box the relevant reference for the calculation of the advertising airtime (i.e. either a 24 hour period or the real transmission time of the channel per day)</i></p> <p>Comment:</p> <p><u>Private Radios:</u> On a one-year period average, advertising programmes must not exceed 172 min per day. A variation of 20% per day is tolerated [§19 (1) Private Radio Law]. Advertising programmes include advertising spots, short advertising programmes, arranged advertising programmes, including arranged opening and closing announcements for "patronage programmes", i.e. sponsored programmes - [§19 (1) Private Radio Law: "Bundesgesetz, mit dem Bestimmungen für privaten Hörfunk erlassen werden"]</p> <p><u>Public Radios:</u> One of the Austrian-wide stations must remain free from any advertisement. On a one-year period average, radio advertising programmes must not exceed 172 min per day. A variation of 20% per day (astronomical day) is tolerated. Within one station advertising must not exceed 8% of the daily transmission time (24 hours = 115 Minutes).</p> <p>Radio advertising that is broadcasted on local stations just need to be counted once and is limited to 5 minutes (daily transmission time on a one-year average basis). A variation of 20% per day (astronomical day) is tolerated. [§ 14 (4) ORF-Gesetz]</p>	2h52	2h52 for all public radio stations together
Does your national legislation refer to a maximum hourly amount of advertising time?	No	No
<p><i>If yes, please detail the maximum hourly amount of advertising and answer the question:</i></p> <p><i>Does the percentage of maximum hourly amount of advertising need to be calculated within a given hourly clock hour, or at any time within a 60 minute period (sliding hour)?</i></p>		

B. Programme Interruptions	Private Radio	Public Radio
Can you, according to your national legislation, interrupt programmes with advertising breaks?	Yes	Yes
Is there any distinction to be made depending on the category of programme, e.g. news and current affairs programmes, religious programmes, children programmes, or any other type of programme (please specify)?	Yes	No
<p>Comment:</p> <p><u>Private Radios:</u> §19 (6) Private Radio Law: The Broadcast of religious services and religious programmes, children's programmes as well as news and current affairs programmes must not be interrupted by advertising.</p> <p>Children's programmes and news and current affairs programmes must not be interrupted by advertising if their duration is less than 30 minutes.</p>		
C. Minimum length of a programme for an interruption	Private Radio	Public Radio
As a general rule, must the programme be of minimum length in order to be interrupted by an advertising break?	No	No
Is there any distinction to be made in regard to a minimum length requirements depending on the category of programme e.g. news and current affairs programmes, religious programmes, children programmes, or any other type of programme (please specify)?	Yes	No
<p>Comment:</p> <p>See above</p>		
Must there be a minimum interval between two advertising breaks? <i>If yes, please indicate the minimum length.</i>	No	No
D. Number and length of breaks	Private Radio	Public Radio
Does your national legislation refer to a maximum number of commercials per break?	No	No
Does your national legislation refer to a maximum length for advertising breaks?	No	No
Does your national legislation refer to a minimum length for advertising breaks?	No	No
Does your national legislation allow advertising breaks with one commercial only ?	Yes	Yes

Does your national law refer to the gross duration (i.e. as scheduled in the Radio programme guide – the **gross duration** includes the time dedicated to advertising breaks) or the **net duration**?

Net duration

Net duration

Do any other rules apply?

No

No