

Advertising Placement Legislation: Germany

A. Advertising Airtime	Private Radio	Public Radio
Does your national legislation refer to a maximum amount of advertising time?	No ¹	Yes
Does your national legislation say anything about a maximum daily amount of advertising time?	No	Yes
<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>	-	comment
Comment: Public radios: in general 90 minutes per day, the range is from 60 to 177 minutes depending on regional public radio laws.		
Does your national legislation refer to a maximum hourly amount of advertising time?	No	No
Comment:	-	-
<i>If yes, please detail the maximum hourly amount of advertising and answer the question:</i>	-	-
<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>		

¹ According to 13. RStV being in force on 1.4.2010

B. Programme Interruptions	Private Radio	Public Radio
<p>Can you, according to your national legislation, interrupt programmes with advertising breaks?</p> <p>Comment: An acoustic signal is necessary.</p>	Yes	Yes
<p>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)?</p> <p>Private Radios: religious programmes and children's programmes.</p> <p>Public Radios: religious programmes and children's programmes.</p>	Yes	Yes
C. Minimum length of a programme for an interruption	Private Radio	Public Radio
<p>As a general rule, must the programme be of minimum length in order to be interrupted by an advertising break?</p>	No	No
<p>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)?</p>	N/A	N/A
<p>Must there be a minimum interval between two advertising breaks? <i>If yes, please indicate the minimum length.</i></p>	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
<i>If yes, is there a limitation to breaks with only one commercial?</i>	No	No
Comment: "Single spot".		
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 ?	-	-
Comment: Since there are no rules in our advertising placement legislation which refer to gross or net duration, we cannot answer this question. You'll find only rules concerning the maximum amount of advertising per day for Public Radio.		
Do any other rules apply?	No	No