

Advertising on foreign channels

On 14 May 2015, the Verkhovna Rada amended the law relating to broadcasting (transmission) of advertising in foreign programmes and shows.

Amendments were made to the laws regulating advertising and TV and radio broadcasting in relation to placement of adverts in programmes and shows of foreign broadcasters.

The law will see the imposition of a ban on advertising carried by foreign broadcasters and transmissions by foreign broadcasters on the territory of Ukraine if those broadcasters are not subject to the jurisdiction of the EU or have not ratified the European Convention on Transfrontier Television.

The law will come into effect on the day following its publication.