

Full title The Common Guidelines of State Media Authorities to ensure the protection of human dignity and the protection of minors – In force 02/06/2005 (*Jugendschutzrichtlinien – JuSchRiL* = Guidelines for legal protection for children and young people / minor protection directives). The common guidelines substantiate the legal requirements of JMStV¹
In German: <http://www.gregsregs.com/downloads/DEYouthProtectionGuidelinesDE.pdf>

Title of relevant section Fig. 7: Protection of minors in advertising and teleshopping ([§ 6 JMStV](#))

Figure 7 The other provisions of the Interstate Treaty on the protection of minors (in particular ss 4 (illegal content) and 5 (content impairing development) JMStV), the provisions of the Interstate Broadcasting Treaty (in particular, Art. 44(1) RStV – product placement prohibited in children's programmes), and the Interstate Treaty on Media Services (s. 13 MDStV) – since repealed – shall apply to advertising in broadcasting and telemedia.

7.1. Advertising aimed at children (under 14 – as per Art. 1(1.1) JuSchG - Young Persons Act) is especially prohibited if it contains direct purchase requests (direct exhortations to purchase). Those advertisements which merely contain a description of direct purchasing requirements will be equated as direct exhortations to purchase. Inexperience and gullibility will be presumed in children.

Advertising targeting young people/ adolescents (aged 14-18 as per s. 1(1.2) JuSchG - Young Persons Act) is especially prohibited if it aims direct purchase requests to young people which exploits their inexperience and gullibility / credulity.

7.2. The term "content" as laid down in s. 6(3) JMStV should be interpreted as meaning, products and services. Note: Under Art. 3(1) JMStV: "content" means programmes or telemedia content.

7.3. Advertising which is also aimed at children, is especially prohibited if:

1. it contains a lecture on special advantages or characteristics of the product which do not correspond to the natural expression of the children's life;
2. they are placed in an advertising block before or after a program for products which themselves are the subject of children's offers;
3. it contains elements which form an integral part of the broadcasting, which are also part of the children's program before or after the advertising block.

7.4. Advertising which is also aimed at children and young people/ adolescents is especially prohibited if:

1. it presents criminal offences/ acts or other misconduct, through which persons are endangered or can be harmed, as being examples to be copied or justified.
2. it uses aleatory advertising (free raffles/ draws, prize competitions, puzzles etc) in a manner that is likely to mislead the recipients, by means of enticing them with excessive advantages/ benefits, exploiting their passion for games/ gambling, or to harrass them by obtrusive attention grabbing.

¹ Interstate Treaty on the Protection of Human Dignity and the Protection of Minors in Broadcasting and in Telemedia (Interstate Treaty on the protection of minors – JMStV)