

NOTE: Prohibitions of some sectors from broadcast advertising; from the consolidated version of [Decree 92-280 of 27 March 1992](#) (EN)

Prohibited: advertising relating to, on the one hand, products for which there is already a legal ban on their being advertised on TV and, on the other hand, the following products and economic sectors:

- Any drink with an alcohol content above 1.2 degrees
- Films for showing in cinemas
- Books; except on television services supplied exclusively by cable or broadcast by satellite
- Retail sector for commercial promotion activities *

*Definition Any offer of products or supply of services made to consumers or any event organiser that is of a non-permanent or seasonal nature due especially to the length of the offer period, the advertised price and sales conditions, the size of the stock put on sale, or the nature, origin or particular qualities of the products or services or of accessory products or services on offer (Art. 8) carried out entirely or principally on [French] national territory with the exception of: the Overseas Departments and the territories of French Polynesia, the Wallis and Futuna Islands, the departmental collective of Mayotte and New Caledonia.