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| Full title | Self-Regulatory Code on Media and Minors (<i>Codice di autoregolamentazione media e minori</i>) |
| Title of relevant section | Part I: Rules of Conduct/ Behaviour Section 4: Advertising |
| Clause: 4.1 | <p>Television companies are committed to monitoring the contents of advertising, trailers, promotions of programmes and not showing commercials and self-promotions that can damage the harmonious (i.e. balanced) development of the personality of minors or that can be a source of physical or moral danger to the minors themselves dedicating particular attention to the protected time range. In order to ensure specific protection of this section of the public which are less able to judge and discern particular advertising messages and to recognise the particular validity of the rules designed to protect minors as set out in the Self-regulation Code for Advertising, promoted by the Institute of Advertising Self-discipline, television companies undertake to accept and – where a greater degree of protection is afforded – respect those rules, to be considered an integral part of the present Code.</p> <p>In particular, the signatory television companies are committed to respect the following indications/ directions:</p> |
| Clause 4.2 | <p>Level I: General Protection</p> <p>The general protection is applied to all the programming times. The commercials:</p> <ol style="list-style-type: none"> a) must not present minors as main actors in dangerous poses (situations of violence, aggression, self-harm, etc.); b) must not show minors consuming alcohol, smoking or taking drugs, nor present abstinence and moderation in a negative way or conversely present the consumption of alcohol, tobacco or drugs in a positive way; c) must not urge/ exhort minors – either directly or through other people - to make the purchase, abusing their natural credulity and inexperience; d) must not mislead minors, particularly: <ul style="list-style-type: none"> - on the nature, on the performance and on the size of toys; - on the degree of knowledge and ability needed to use the toys; - on the description of the accessories included or not included in the package; - on the price of the toys, in particular when its functioning depends on the purchase of complementary products |
| Clause 4.3 | <p>Level II: Enhanced/ Strengthened Protection</p> <p>Enhanced protection is applied in the programming times when it is assumed that a large proportion of the audience consists of minors but under the supervision of an adult (from 7.00 to 16.00 and from 19.00 to 22.30).</p> <p>During this enhanced / reinforced protection period, commercials directed at minors that contain situations that may harm the psychological or moral balance of the minor will not be broadcast (for example – situations that cause the minor to believe that by not having the advertised product that they are therefore inferior or that their parents have neglected their duties; situations that violate socially accepted standards of behaviour or that discredit/ undermine the authorities, the responsibilities and opinions of parents, teachers, and other authority figures; situations that exploit the trust minors place in parents and teachers; situations of ambiguity between good and evil that may cause confusion with regard to reference points and examples to follow; situations that may</p> |

lead to actual dependence/ reliance on objects; situations of transgression (violations/ wrongdoing); situations that recreate discrimination based on sex and race, etc)

Clause 4.4

Level III: Special Protection

Specific protection applies to the programming times when it is assumed that minors are watching TV unsupervised by an adult (16:00 – 19:00 and within shows specifically targeting minors). Commercials, promotions and any other type of commercial communication directed at minors must be followed and characterised by elements of discontinuity that are recognizable and distinguishable from the programme, even by children who cannot yet read or by disabled minors.

In this time frame, the following types of advertising are prohibited/ banned:

- a) advertising of spirits and lighter forms of alcohol (beer/wine), the latter (lighter alcoholic drinks) within programmes directly aimed at minors and during commercial breaks immediately before and after (these programmes). (*Note: meaning that between 4pm and 7pm commercials for spirits are prohibited within all programmes, while commercials for lighter alcoholic drinks are prohibited only within programmes for minors or in commercials shown either side of them*).
 - b) value-added telephone services as a form of entertainment as defined in the laws in force (entertainment phone services);
 - c) condoms and contraceptives (with the exclusion of social campaigns).
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