

The background is a dark blue gradient. On the left side, there are several overlapping circles and arcs in yellow, red, and light blue. One large yellow circle contains a white play button icon. Below it, a smaller light blue circle contains a white refresh icon. Other partial circles and arcs are visible in the corners and bottom of the frame.

atmedia

ADVERTISING LIMITS

2025

	AXN	CANAL+ Action	CS Film	CS History	CS Mystery
License	NL	LU	CZ	CZ	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (21.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)
Hard Liquor (Spirits)	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
Medical Supplements and Pharmacies	YES	YES	YES	YES	YES
Erotic Services and Products , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
Hazard Gambling, Lotteries and Betting	Explicit rules which require a special approach (2)	Explicit rules which require a special approach (2)	YES	YES	YES
Food and Drinks High in Fat, Salt or Sugar	YES	YES	YES	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	YES	YES	YES	YES	YES
Supermarkets (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
Fast Food Restaurants and Chains	YES	YES	YES	YES	YES
VOD Services (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	NO	NO
Movie Trailers and Promotions	Explicit rules which require a special approach (5)	Explicit rules which require a special approach (5)	YES	YES	YES

	Discovery Channel	Disney Channel	Eurosport 1	FilmBox	FilmBox Stars
License	NL	ES	FR	ES	ES
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (21.00 – 06.00 ONLY)	NO	YES (18.00 – 06.00 ONLY)	YES (20.30 – 06.00 ONLY)	YES (20.30 – 06.00 ONLY)
Hard Liquor (Spirits)	NO	NO	NO	NO	NO
Medical Supplements and Pharmacies	YES	NO	YES	YES	YES
Erotic Services and Products , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
Hazard Gambling, Lotteries and Betting	Explicit rules which require a special approach (2)	NO	Explicit rules which require a special approach (2)	YES	YES
Food and Drinks High in Fat, Salt or Sugar	YES	NO	YES	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	NO	NO	YES	NO	NO
Supermarkets (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	NO	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
Fast Food Restaurants and Chains	NO	NO	NO	YES	YES
VOD Services (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	NO	NO
Movie Trailers and Promotions	YES	Explicit rules which require a special approach (5)	NO	Explicit rules which require a special approach (5)	Explicit rules which require a special approach (5)

	JOJ Cinema	JOJ Family	National Geographic	Rebel	Relax
License	CZ	CZ	ES	CZ	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (20.30 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)
Hard Liquor (Spirits)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	NO	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
Medical Supplements and Pharmacies	YES	YES	YES	YES	YES
Erotic Services and Products , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
Hazard Gambling, Lotteries and Betting	YES	YES	YES	YES	YES
Food and Drinks High in Fat, Salt or Sugar	YES	YES	Explicit rules which require a special approach (3)	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	YES	YES	NO	YES	YES
Supermarkets (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
Fast Food Restaurants and Chains	YES	YES	YES	YES	YES
VOD Services (HBO Max, Netflix, VOYO etc.)	NO	NO	NO	YES	YES
Movie Trailers and Promotions	YES	YES	Explicit rules which require a special approach (5)	YES	YES

	Seznam.cz TV	TLC	Warner TV
License	CZ	NL	CZ
Low-Alcoholic Drinks (<20% Alcohol Content: Beer, Wine, etc.)	YES (18.00 – 06.00 ONLY)	YES (21.00 – 06.00 ONLY)	YES (18.00 – 06.00 ONLY)
Hard Liquor (Spirits)	YES (22.00 – 06.00 ONLY)	NO	YES (22.00 – 06.00 ONLY)
Medical Supplements and Pharmacies	YES	YES	YES
Erotic Services and Products , medical supplements promoting sexual health and products endorsing enhancement of male sexual performance	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)	YES (22.00 – 06.00 ONLY)
Hazard Gambling, Lotteries and Betting	YES	Explicit rules which require a special approach (2)	YES
Food and Drinks High in Fat, Salt or Sugar	YES	YES	YES
Baby Nutrition and Infant Formula (Kendamil, Beba etc.)	YES	NO	YES
Supermarkets (Tesco, Penny, Kaufland etc.)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)	Explicit rules which require a special approach (4)
Fast Food Restaurants and Chains	YES	NO	YES
VOD Services (HBO Max, Netflix, VOYO etc.)	NO	NO	NO
Movie Trailers and Promotions	YES	YES	YES

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