

**REGULATION OF AUDIOVISUAL COMMERCIAL
COMMUNICATION IN THE LIGHT OF THE LEGISLATION OF
EUROPEAN UNION**

Summary

The article presents the regulation of audiovisual commercial communication issues (advertisement, telemarketing, sponsorship, product placement) at the level of the European Union. Until now the member states were differently controlling its appliance. In order to ensure a fair competition and thus enhance the competitiveness of European media industry, the European Union claims that the audiovisual commercial communication should be subject to the same qualitative rules and restrictions.

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