



**AN BILLE CRAOLACHÁIN (LEASÚ) 2003
BROADCASTING (AMENDMENT) BILL 2003**

EXPLANATORY MEMORANDUM

Section 1: The objective of the amendment of section 19 of the Broadcasting Bill 2001 is to strengthen and specify the health-related responsibilities of the Broadcasting Commission regarding its role in regulating advertising output and impacts on children. The amendment provides for the restriction of the advertising to children of particular product categories including toys or foods with high sugar, fat or salt contents and for restrictions on advertising targeted to children under certain age categories.

Section 2: The objective of the amendment of section 28 of the Broadcasting Bill 2001 is to specify the special responsibility of RTE (the Authority) for ensuring that the public broadcasting service takes positive action on programming and advertising to protect public health, especially the health of children.

*An Teachta Éamonn Ó Riain,
Nollaig, 2003*