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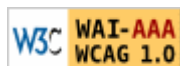
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Codes

Children's Advertising Code

Under Section 19 of the [Broadcasting Act, 2001](#), the Commission was given responsibility to develop a broadcasting advertising code specifically for children's advertising. This code covers advertising which are likely to be of direct or indirect interest to children. The code specifies standards to be complied with and rules and practices to be observed.

The code was developed using a three phased public consultation which ran over 18 months. The Commission took into account submissions received from members of the public, children, broadcasters,

advertisers, health bodies and government bodies.

The code became fully operational on January 1st 2005 and replaces Section 14 of the Codes of Standards, Practices and prohibitions and Other Forms of Commercial Promotion in Broadcasting Services. It applies to all Irish broadcasting services.

[Show me](#) the Children's Advertising Code.

Document relating to the development of the Code can be found in the table below.

Children's Advertising Code documents

Document title and link:	Document size:
Report - Statutory Review of Children's Advertising Code Sept 2008	pdf(146kb)
Statutory Review Statement of Outcomes July 2009	pdf(57kb)
Research Report: Advertising and Children	pdf (375kb)
Phase 1: Summary of submissions received	pdf (274kb)
Research into children's viewing patterns in Ireland: October 2003	pdf 434kb)
Phase 1 Public consultation: Statement of Outcomes	pdf (52kb)
Phase 2: Young people's consultation document	pdf (491kb)
Phase 2: Consultation document adult version	pdf (1.1mb)
Phase 2: Review of adult submissions received	pdf (725kb)
Phase 2: Summary of young people's responses	pdf (124kb)
Phase 2: Statement of Outcomes	pdf (154kb)
Report Children's Consultation Event	pdf (1.51mb)
Phase 3: Young people's consultation document	pdf (692kb)
Phase 3: Consultation document adult version	pdf (690kb)
Phase 3: Review of adult submissions received	pdf (373kb)
Phase 3: Statement of Outcomes	pdf (55kb)

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