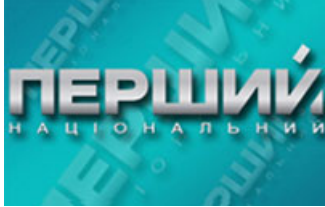


# Ukraine to permit advertising during children's programming

KIEV, UKRAINE: Changes adopted as part of recent overhaul of Ukraine's advertising laws.



Ukraine's Parliament recently adopted numerous changes to its advertising laws, including now permitting advertising during children's programming. Previously, Ukrainian law did not permit children's programming to be interrupted by any advertising messages.

Ukraine also adopted new legislation regulating direct marketing and drug advertising. The new laws go into effect on October 4, 2014.

These changes were adopted to conform Ukraine's laws with the European Union and the European Convention on Transfrontier Television and the Audiovisual Media Services Directive (2010/13/EU). "This legislation is an important step in harmonizing Ukraine regulation with the rest of the EU," said Oleksandr Padalka, Partner at Sayenko Kharenko in Kyiv and the Ukrainian Member of GALA.

## About GALA

With firms representing more than 80 countries, each [GALA](#) member has the local expertise and experience in advertising, marketing and promotion law that will help your campaign achieve its objectives, and navigate the legal minefield successfully. GALA is a uniquely sensitive global resource whose members maintain frequent contact with each other to maximize the effectiveness of their collaborative efforts for their shared clients. GALA provides the premier worldwide resource to advertisers and agencies seeking solutions to problems involving the complex legal issues affecting today's marketplace.

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