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How do advertising and television affect minors?

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The impact of television advertising and teleshopping on minors is to be the subject of a study, for which the European Commission has published prior information on a call for proposal.

The study is required by the Commission following its undertaking in the context of the revision of the Television Directive (89/552/EC).

The study in question should be carried out in one of the official Community languages, but the meetings to launch the service will take place in English and/or French.

An estimated budget of between 125,000 euro and 260,000 euro is foreseen.

The Commission envisages that the call will be opened before the end of June 1999.

Last update: 29 April 1999

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