

Products and services whose advertising is subordinate to hour limitation.

- Alcoholic beverages and spirits: not allowed inside of programmes for minors and fifteen minutes prior and following the transmission of the same.
- Spirits: not allowed between 4 p.m and 7 p.m.
- Medicinal specialities and doctor-surgical protection: excluded in the programming hours for children.
- Shows restricted to over 14 years of age: only allowed after 10.30 p.m.
- Condoms, pregnancy tests and similar: only allowed after 9.30 p.m.

Products and services excluded from television and radio advertising broadcast by RAI.

- Weapons, except for those used in sports.
- Products and methods for physical enhancement, except for standard gym equipment.
- Gambling houses.
- Prognostic Contests and Lotteries (except for those organized for, or on behalf of, the official categories).
- Loan agencies not in compliance with the existing policies for the loan of money.
- Services lent by psychics, healers and similar.
- Dating agencies, correspondence services, phone services and similar.
- Employment agencies, except for those companies that are in compliance with the Law.
- Funeral Services.
- Unrequested services.

In compliance with the Law:

- Shows restricted to over 18 years of age.
- Cigarettes and tobacco products (Decree 30/11/99 - n. 425, clause 1).
- Medicines that are only sold with a doctor's prescription (Decree 30/12/92 - n. 541 clause 3.2) (performance Directive EEC 92/88/CEE).
- Condoms, pregnancy tests and similar: only allowed after 9.30 p.m.