57. Sector:	Business Services; Audiovisual Services
Sub-Sector:	Advertising Services; Promotion Services; Audiovisual Services
Industry Classification:	CPC 7524 Programme transmission services (limited to the broadcasting of promotional material)
	CPC 75300 Radio and television cable services (limited to the broadcasting of promotional material)
	CPC 87110 Sale or leasing services of advertising space or time (limited to radio and television programmes)
	CPC 87120 Planning, creating and placement services of advertisements to be displayed through the advertising media (limited to radio and television programmes).
	CPC 96111 Promotion or advertising services (limited to the programming and broadcasting of promotional material)
	CPC 9613 Radio and television services (limited to the programming and broadcasting of promotional material)
Type of Reservation:	Market access (Article 46)
Level of Government:	Federal
Measures:	Federal Law on radio and television (SR 784.40), Articles 10 and 12
	As qualified by the Description element
Description:	The Law bans the advertisement of tobacco products and medicinal products only available on prescription and restricts the advertisement of alcoholic beverages (Article 10).
	Companies whose main activity is the production or sale of the abovementioned products or which mainly supply services to such companies may not sponsor broadcasts (Article 12).
	Qualification: Switzerland reserves the right to ban advertising for alcoholic beverages or to introduce any restrictions.
	Note for transparency: The promotion of political and religious material may not be broadcast as advertising.
58. Sector:	Business Services
Sub-Sector:	Advertising Services
Industry Classification:	CPC 8719 Other advertising services (limited to outdoor advertising services)
Type of Reservation:	Market access (Article 46)
Level of Government:	Cantonal and municipal
Measures:	Cantonal and municipal legislations, as qualified by the Description element
Description:	Outdoor advertising on public ground is subject to long-term exclusive supplier's contracts by tender through cantons and municipalities.
	Qualification: Switzerland reserves the right to maintain, modify or adopt any measures relating to outdoor advertising on public or private ground for certain products judged to be detrimental to human health or public morals (*e.g.* tobacco products), including prohibition thereof.