



# Rechtliche Probleme neuer Werbeformen im Fernsehen (German Edition)

*Markus Rellecke*


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**Rechtliche Probleme neuer Werbeformen im Fernsehen (German Edition)** Markus Rellecke  
Studienarbeit aus dem Jahr 2001 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2,3, Technische Universität Ilmenau (Öffentliches Recht), Veranstaltung: Medienrecht, 8 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Einordnung  
Sowohl redaktioneller Inhalt als auch Werbung im Fernsehprogramm sind in der deutschen Verfassung normiert, da beides in den Dunstkreis der Meinungsfreiheit gem. Art. 5 I GG einbezogen wird.<sup>1</sup> Dadurch wird auch der Werbung ein hoher Schutz durch das Grundgesetz eingeräumt, der gleichzeitig Reglementierungen schwieriger gestaltet.  
Die meisten konkreten Vorschriften für Werbung gibt es in den Rundfunkstaatsverträgen, die mittlerweile in fünfter Fassung vorliegen, die 2001 aktualisiert wurde.  
Im folgenden wird zunächst auf die klassische Form der Fernsehwerbung durch Werbespots eingegangen, um dann neuere Arten vorzustellen und deren rechtliche Probleme aufzuzeigen.  
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