

**Question for written answer E-007787/2016
to the Commission**
Rule 130
Jiří Maštálka (GUE/NGL)

Subject: Draft Directive 2010/13/EU on the provision of audiovisual media services in view of changing market realities

In view of the increased prevalence of 'lifestyle diseases' and the connected health risks, for example obesity (including among children) or diabetes, I would like to know how the Commission is planning to improve public health. One possible measure would be to devote more television airtime to advertisements promoting a healthy lifestyle.

Will the Commission consider making the broadcasting of advertisements of that kind free of charge?