



REGERINGSKANSLIET

Memorandum

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**Ministry of Education, Research and
Culture**

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**Opinion submitted to the European Commission: Revision
of the TwF Directive 4. Commercial Communications**

Sweden supports demands for ambitious regulations aimed at maintaining a high level of protection for viewers and for the integrity of authors. We welcome the present direction of the Commission's work in so far as it builds on the current regulations. Sweden would welcome a higher level of ambition, above all with regard to regulations for advertising targeting children. Proposals from the Commission concerning more flexible regulations will therefore be evaluated closely when they are later presented in detail.