

**EXTRACT FROM JUDGMENT OF MEDIA ETHICS OBSERVATORY  
ON THE APPEAL OF CHIEF EDITOR OF “DELOVOY EXPRESS”  
EDUARD NAGHDALIAN**

Eduard Naghdalian, Chief Editor of “Delovoy Express” business weekly, had addressed the Media Ethics Observatory requesting to render an expert judgment on the complaint of Mr. Vardanian, Director of “D.E.L.V” LLC, submitted to the weekly. According to Mr. Vardanian, the advertising article, titled “Sophia-Yerevan-Beijing” and published in “Delovoy Express” on December 8, 2009, contained a number of untrue expressions, discrediting his company. The head of “D.E.L.V” LLC demanded to remove the abovementioned article from the weekly website and to publish a corrective advertisement.

By examining the piece “Sophia-Yerevan-Beijing” the MEO concluded that according to Article 23 of RA Law “On Advertisement”, the advertising medium is not responsible for the advertising content, consequently the demands of the “D.E.L.V” Director to “Delovoy Express” are groundless. At the same time, these demands can be addressed not to the weekly, but to the advertiser. The dispute is subject to adjudication in front of the court, thus the advertiser must appear as defendant in line with Article 19 of RA Civil Code. Besides, based on the principle of granting equal opportunities to advertisers, previewed by the Code of Conduct of Media Representatives, the complainant is entitled to publish an advertisement in “Delovoy Express”. The complainant has the right to require to publish the advertisement in the same volume, in the same place, on the same terms, and to put in the weekly’s website, as the piece - subject of the dispute.

***Adopted at the MEO session of February 4, 2010***