

## **NANA SHENGELIA**

### **LEGAL SPACE OF ADVERTISING AND THE GEORGIAN ADVERTISING MARKET**

Since the end of the 20<sup>th</sup> century advertisement placement is chiefly determined by the perfection of technical facilities. It has not undergone whatever conceptual changes. Legal running of advertisements in Georgia is regulated and granted by the corresponding regulations of the country. The Georgian regulation about advertising consists of the Constitution of Georgia, international agreements, of the acts of the related law proper and of other juridical and normative acts. The legal regulations cover issues of the advertising products, as well as the time of advertisement placement. The law regulates the issue of the fraud advertisement production.

In the recent period we witness interesting new tendencies at the Georgian advertising market resulting changes in the corresponding market. At present companies are attracted by the electronic media in terms of advertisement placement. Television market enjoys increasing dynamics. The number of outer space advertisements has also increased. Experts view the advertising market as a transparent process. The incipient crisis emerging on the background of the world economic crisis compels the companies to show the realistic picture taking place at the market. Georgian advertising market was badly affected by the Russian-Georgian war of August 2008. In spite of the aggravated business environment of the recent years quantitative increase of the advertising companies is noticeable.