



Version of March, 2011

**Compendium of regulations, self-regulatory standards and
industry codes of conduct on audiovisual advertising of
alcoholic beverages across the EU**

CONTENT

1)	Introductory remarks	p.3
	1.1 egta, the trade association of television and radio sales houses	p.3
	1.2 A need to update egta's 2009 Compendium	p.3
2)	Overview of existing applicable rules on TV advertising for alcoholic beverages across Europe	p.4
	2.1 Different tiers of regulation covering TV advertising for alcoholic beverages across the EU	p.4
	2.2 Type of restrictions applying to TV advertising	p.6
	2.3 From TV advertising to commercial communications	p.8
	2.4 Provisions applying to message content	p.11
	2.5 Alcohol advertising on new audiovisual platforms	p.12
	2.6 Social marketing campaigns against excessive consumption	p.13
3)	Conclusions	p.14

Appendix I Glossary & abbreviations

Appendix II Country profiles

1. INTRODUCTORY REMARKS

1.1 egta, the trade association of television and radio sales houses

egta is the trade association of television and radio sales houses. Its membership is composed of:

- **82 TV members** (both public and private broadcasters) based in 28 European countries plus some members beyond Europe. Together, the egta TV members collect advertising through more than 100 mainstream TV channels (plus a number of local and regional channels). Altogether, egta members account for nearly **75% of all advertising investments** in Europe.
- **30 Radio members** based in 16 European countries. Collecting advertising through over 150 radio stations, egta's radio members account for more than **50% of radio advertising investments** in the countries represented within egta's radio department.

egta provides a network for its members based on relationships with more than **1,200 high-level executives** specialised in all the different aspects of the profession, which aims to finance television and radio through the sale of advertising space.

1.2 A need to update egta's 2009 Compendium

Broadcast advertising for alcoholic beverages is subject to various regulatory limitations and must comply with many different self-regulatory standards and industry codes of conduct. These various safeguards complement each other at national level to ensure the highest level of responsibility on all broadcast advertising. Nevertheless, it arises from the various political debates on marketing communications of alcoholic beverages that there is a lack of knowledge about all safeguards already in place for television advertising. This is the reason why in April 2009 egta and ACT (Association of Commercial Televisions) issued the first version of a compendium of all existing safeguards applicable to audiovisual commercial communications for alcoholic beverages across Europe. The compendium was created in the framework of egta and ACT joint commitment to the EU Alcohol & Health Forum with the objective of providing advertising professionals with a benchmarking tool.

The data included in the compendium as issued in April 2009 were obtained through a survey conducted among both egta and ACT members between July and December 2008 covering a total of 21 member States (all EU countries except for the Czech Republic, Greece, Estonia, Cyprus, Latvia, Malta and Slovakia). The high degree of detail that characterises the survey conducted among egta and ACT members allowed the compendium to cover the entire range of rules for each of the 21 countries taken into consideration (from statutory regulation to rules with a self-regulatory origin) applicable both to TV advertising and to other forms of commercial communication (such as sponsorship, teleshopping and product placement). The compendium also covered commercial communication broadcast on "television-like" services delivered via new platforms (for definition see the glossary in Appendix II), on-demand services and Internet advertising (i.e. ad banners, ad download, pop-ups, etc.).

Since egta survey of 2008, the advertising rules contained in the new Audiovisual Media Service directive (AVMS) have been implemented by member States into national legislation. The AVMS directive does not set new limitations related to audiovisual alcohol advertising but extends the application of existing rules, such as the prohibitions to

specifically target minors and to encourage immoderate consumption, to all types of audiovisual commercial communications (including sponsorship and product placement) as well as to all types of services, including “television-like” services when broadcast on new platforms and on-demand audiovisual services. The AVMS directive also affects the ruling on product placement, which can now be clearly legalised in some types of programmes by national legislation. Finally, in transposing the new directive, national regulators might have set stricter provisions concerning alcohol advertising that go beyond the EU requirements.

Due to the changes that the implementation of AVMS directive might have caused in the regulatory framework applying to TV alcohol advertising across member States, a complete update of the information is now needed. This update of egta’s 2009 compendium aims to take into account these changes and to complete the existing information with additional self-regulatory initiatives that have flourished across Europe. Please note that with the occasion of this revision the geographical coverage of egta’s work has been extended to cover a larger number of countries. Although it is not part of the EU, Switzerland has been included in this compendium to provide a further benchmark as its national regulation covering the audiovisual sector has recently been aligned with the European legislation.

Please be aware that the publication of this updated version of egta’s compendium is in parallel with the creation of a new egta database on regulatory and self-regulatory framework applicable to audiovisual advertising for alcoholic beverages in place across the EU. Both the updated compendium and egta’s new database are part of egta’s website on responsible alcohol advertising on European broadcast media.

2. OVERVIEW

Existing applicable rules on TV advertising for alcoholic beverages across Europe

2.1 Different tiers of regulation covering TV advertising for alcoholic beverages across the EU: the role of self-regulation

According to the outcomes of the survey that egta conducted in 2008 and the following update, TV advertising appears to be the most restricted means of marketing communication with regards to alcohol advertising. In countries where statutory law establishes a total prohibition to advertise alcoholic beverages on TV, such as France and Sweden, other media (such as radio, the press, Internet and outdoor advertising in France and the press and Internet in Sweden) are available for the advertising of alcoholic beverages. In some other countries, where there is a general availability for alcohol advertising on TV but restrictions are in place concerning the type of programme where the advert is broadcast or the time of broadcast, such restrictions often do not apply to other broadcast media. In Finland, for example, the prohibition to advertise alcoholic beverages containing more than 22% of alcohol applies to all forms of marketing communication. However, TV is the only broadcast media subject to time-based restrictions (radio and cinema being excluded from such provision).

The table below shows the different tiers of rules covering TV advertising for alcoholic beverages across the European countries taken into account by this compendium. For each country (horizontal axis) it is indicated whether the rules in place concerning TV advertising for alcoholic beverages are established by statutory law or by a self-regulatory code of conduct. It is also highlighted whether the broadcaster/sales house that participated in the survey complies with a company code of conduct affecting the advertising of alcoholic beverages¹. As you can see from the data illustrated in the table, in all the countries reviewed TV advertising for alcoholic beverages is subject to statutory law. In some cases, such as in Belgium and Ireland, TV advertising for alcoholic beverages is also subject to a co-regulatory arrangement in force between the broadcasters and the

¹ Please note that the broadcaster/sales house in question can be private or public depending on the country. The reality may be different for other broadcasters/sales houses in the same country.

authorities. With regard to the voluntary rules put in place by the industry, in all the countries taken into account by this compendium either a general advertising self-regulatory code of conduct (covering all categories of products) or a specific code of conduct on alcohol advertising are in place. Seven of the sales houses/broadcasters interviewed apply an individual company code of conduct on alcoholic beverages. For further information on a specific country, please refer to Appendix II on the country profiles.

Table 1 – Different tiers of regulation covering TV advertising for alcoholic beverages across the EU

Country	A	B (wl)	B (fl)	BG	CH ²	DK	FIN	F	DE	HU	IRL	IT	LT	L	NL	P	PL	RO	SL	E	SW	UK	
Statutory legislation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
SR code	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Channel/SH code	✓			✓					✓		✓	✓								✓			

Regarding the advertising self-regulatory codes in place in different countries, these might have different features depending on each country. In the majority of countries where TV advertising for alcoholic beverages is allowed there is a code of conduct specific to alcoholic beverages (in some cases even specific to a category of alcohol product) that rules the content of the advertising message. In countries where a code specific to alcohol advertising is not in place, a general advertising code includes rules on alcohol advertising. In all other countries, the International Chamber of Commerce International Code of Advertising and Marketing Communication Practice is applied by self-regulatory organisations to ensure that the content message of audiovisual commercial communications for all categories of products (including alcohol) broadcast on all media (including Internet and mobile) is always legal, decent, honest and truthful. For further information on a specific country, please refer to Appendix II on the country profiles.

Table 2 – Features of self-regulatory codes applying to audiovisual alcohol advertising

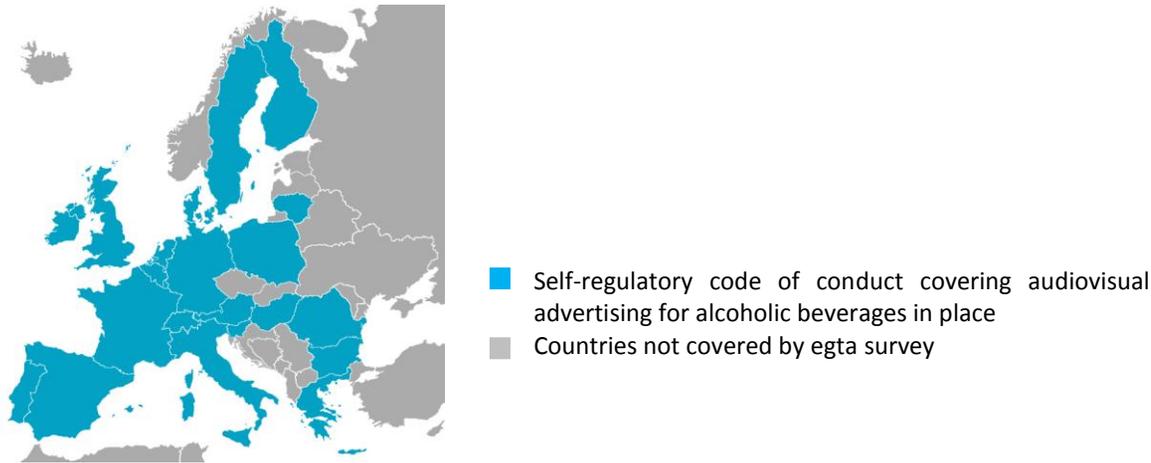
Country	A	B (wl)	B (fl)	BG	CH ²	DK	F	FIN	DE	HU	IRL	IT	LT	L	NL	P	PL	RO	SL	SW	E	UK
Specific code on alcohol advertising	✓	✓	✓	✓	✓	✓	(1)		✓		✓	✓	(2)		✓	✓				(3)	✓	✓
General advertising code includes rules on alcohol	✓	n/a	n/a	n/a	n/a	n/a	(1)		n/a	✓	n/a	✓	(2)	✓	✓	n/a	✓	✓	✓	(3)	n/a	✓
ICC code applied	✓	✓	✓	✓	✓	✓	(1)	✓	✓	✓	✓	✓	(2)	✓	✓	✓	✓	✓	✓	(3)	✓	✓

Explanatory note

- (n/a) The information is not relevant as a specific code of conduct on advertising for alcoholic beverages is in place.
- (1) The question is non-applicable as in France TV alcohol advertising is subject to a total ban. The alcohol specific code applies to Internet advertising which is allowed.
- (2) In Lithuania there is a general advertising code implemented by the Lithuanian Advertising Bureau. As alcohol advertising is banned during the entire programming day (before 11pm), the code does not apply to alcoholic beverages specifically.
- (3) The Swedish Alcohol Act sets a complete prohibition of advertising of alcoholic beverages in television and radio programmes.

² Although it is not part of the EU, Switzerland has been included in this compendium to provide a further benchmark as its national regulation covering the audiovisual sector has recently been aligned with the European legislation.

Map 1 – Countries where a self-regulatory code of conduct covering audiovisual advertising for alcoholic beverages is in place



2.2 Type of restrictions applying to TV advertising

Over the past 20 years all EU countries have been fully compliant with the EU audiovisual regulatory framework that sets out provisions restricting television advertising for alcoholic beverages from contributing to alcohol-related harm (e.g. encouraging excessive or irresponsible consumption) and protecting minors from being specifically targeted by alcohol advertising. In two of the countries covered by egta survey, notably France and Sweden, the national legislation went way further by completely prohibiting alcohol advertising on TV by statutory law. In some other countries (such as Finland, Lithuania and Portugal) alcohol advertising is prohibited during the entire programming day (the threshold going from 8pm up to 11pm depending on the country). In transposing into national legislation the new Audiovisual Media Service directive, which extends the existing rules on alcohol advertising to cover all commercial communications on new audiovisual platforms, some additional member States have also adopted stricter rules. In The Netherlands, for example, a 9pm watershed ban was established for alcohol commercial communications on both radio and TV following the implementation of the revised EU directive. Furthermore, in all EU countries, self-regulatory standards and industry codes of conduct complement the set of regulatory limitations in place at the national level with additional requirements to ensure the highest level of responsibility in all broadcast advertising. In giving an overview of the types of restrictions that apply to TV advertising in the countries covered by the survey, both the rules established by statutory law and the standards voluntarily applied by the industry (self-regulatory standards and individual company codes of conduct) are taken into account.

Table 3 below shows the type of restrictions and safeguards which apply to TV advertising for alcoholic beverages in each of the countries analysed. As can be noted, the rules in place in the majority of countries concerning TV advertising for alcoholic beverages are based on a distinction related to either the amount of alcohol contained in the beverage (% of the total volume) or the category of product being advertised (i.e. beers, ciders, wines, spirits or alcopops). Generally speaking, the category of product defined as spirits,

or alcoholic beverages with more than 15%, 20%, 22% or 25% of alcohol (the percentage depending on the country), is subject to either additional restrictions or a ban. The only exception is Poland, where TV advertising is only allowed for beer, and Ireland, where the prohibition applies both to beverages with more than 25% of alcohol and spirit-based ready to drink products (i.e. alcopops). In the case of Bulgaria advertising for products above 15% of alcohol is completely banned in the case of direct advertising (i.e. commercial messages which use the beverage itself or activities connected with its consumption, production and distribution) and subject to a 10pm watershed ban in the case of indirect advertising (i.e. commercial messages which use the name or brand of the alcoholic beverage on products which are not alcoholic beverages).

Most of the other types of restrictions listed below (notably time of programming, scheduling and audience rating) are related to the safeguards concerning the protection of minors and interpret the provision set by the European regulatory framework (TVWF directive now amended by the AMS directive). The provision set out by the European directive to not specifically target minors has been interpreted by some member States as a prohibition to broadcast alcohol advertising during a significant part of the programming day. A watershed ban (up to 8/11pm depending on the country) is in place in Bulgaria, Finland, Poland, Lithuania, The Netherlands, Portugal, Romania, Slovenia, and Spain while protected times are in place in Ireland and Italy). In some other countries the rule has been implemented by provisions concerning audience rating (Hungary, Ireland, the Netherlands and the UK). In all listed member States, except for Poland and Slovenia (where alcohol advertising is anyhow not allowed before 8pm and 9.30pm respectively), the EU provision to not target minors has been translated into a ban on alcohol advertising during and around children’s programmes. Concerning other restrictions related to programme scheduling, the ban can apply to categories of programmes other than children’s programmes, such as sports programmes (in Denmark and in Lithuania) and religious programmes (in the UK). In some cases the restriction applies only to the period of time immediately before the start of the relevant programmes (as in Spain for the evening news). Regarding the other types of restrictions applied across Europe, Ireland is the only country where quantitative limits are imposed to spots for alcoholic beverages (i.e. they cannot exceed 25% of the broadcast daily time and 25% of spots), while in Hungary, Belgium, Portugal, Spain, The Netherlands, Romania, Slovenia and the UK, the regulatory or self-regulatory framework envisages the display of warnings. For further information on a specific country, please refer to Appendix II on the country profiles.

Table 3 – Limits & safeguards applicable to TV advertising for alcoholic beverages

Please note that France and Sweden have not been considered in this table as in these countries alcohol advertising is totally prohibited on TV by statutory law

Country	A	B (wl)	B (fl)	BG	CH ³	DK	FIN	DE	HU	IRL	IT	LT	L	NL	P	PL	RO	SL	E	UK
Type of product	✓	✓ (1)		✓	✓		✓			✓	✓			✓		✓	✓	✓	✓	
Time of programming			(2)	✓			✓			✓	✓	✓		✓	✓	✓	✓	✓	✓	
Audience rating									✓	✓				✓						✓
Scheduling	✓	✓	✓	(3)	✓	✓		✓	✓	✓	✓		(3)	✓	(3)	(4)	✓	(3)	✓	✓
Quantitative limits										✓										
Display of warnings		✓	✓											✓	✓		✓	✓	✓	✓
Content message	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓

³ Although it is not part of the EU, Switzerland has been included in this compendium to provide a further benchmark as its national regulation covering the audiovisual sector has recently been aligned with the European legislation.

Explanatory note of table 3

- (1) The restriction on advertising for alcohol with more than 20 degrees (alcohol by volume) applies only to public service broadcasters
- (2) The sales house that participated in egta's survey has a policy not to broadcast advertising of alcoholic beverages before 8 (9) pm
- (3) Although there is no explicit provision prohibiting alcohol advertising during children programmes, the legislation prohibits alcohol adverts to specifically address minors. In Luxembourg the legislation prohibits also alcohol adverts to create a link between alcohol consumption and physical performance, which might imply a ban on alcohol advertisements during sports programmes.
- (4) Although there is no explicit provision prohibiting alcohol advertising during children programme, a 8pm watershed is in place

2.3 From TV advertising to commercial communications: applicable restrictions

The third part of the survey that egta conducted in 2008 among its TV members was related to forms of commercial communications other than TV advertising. In particular, egta's questionnaire tackled teleshopping advertising and sponsorship, these being the most used forms of advertising on TV other than spots, and product placement, in view of the fact that this new form of advertising has been allowed for certain categories of programmes according to the new European directive on Audiovisual Media Services. Tables 4, 5 and 6 below highlight which restrictions apply to teleshopping and product placement for alcoholic products and to sponsorship of TV programmes by alcohol producers in the different countries taken into account by this compendium.

As indicated in tables 4 and 5, in France, Sweden and Lithuania neither teleshopping nor sponsorship is available for the alcohol industry. In Belgium (Wallonia), according to specific restrictions set by a co-regulatory agreement between the public broadcaster and the government, teleshopping for alcoholic beverages is submitted to a total ban and sponsorship is prohibited if the beverage contains more than 20% of alcohol. While in 9 additional countries teleshopping is subject to the same product or time restrictions applying to advertising spots (see previous section for detailed information), teleshopping of alcoholic beverages is submitted to the rules applying to the content message of all commercial communications in all other countries.

With regard to sponsorship, the outcomes of the survey highlight that, in the majority of countries sponsorship of children's programmes by alcohol producers is prohibited. The only exceptions are Bulgaria, Germany and Luxembourg, where anyhow the legislation prohibits alcohol commercial communications to target minors directly, and Slovenia, where a 9.30pm watershed ban is in place. Other categories of programmes that may be submitted to restrictions if sponsored by an alcohol producer are sports programmes (see the cases of Portugal and Ireland). In a few countries, the mention and visibility of alcohol products in sponsorship credits is not allowed. For further information on a specific country, please refer to Appendix II on country profiles.

Table 4 – Limits & safeguards applicable to teleshopping for alcoholic beverages

Country	A	B(w)	B(fl)	BG	CH ⁴	DK	F	FIN	DE	HU	IRL	IT	LT	L	NL	P	PL	RO	SL	SW	E	UK
Total ban		on PSB					✓						✓							✓		
Products or time restrictions	✓			✓			n/a	✓		✓	✓		n/a		✓		✓		✓	n/a	✓	
Rules on content message	✓	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	✓	n/a	✓	✓
Origin of restrictions	Law	CO	Law/SR	Law	Law/SR	Law/SR	Law	Law	Law/SR	Law	CO	Law	Law	Law/SR	Law	Law/SR	Law	Law	Law	Law	Law/SR	CO

(n/a) The information is not relevant as teleshopping for alcoholic beverages is submitted to a total ban

Table 5 – Limits & safeguards applicable to sponsorship of TV programmes by alcohol producers

Country	A	B(w)	B(fl)	BG	CH ⁵	DK	F	FIN	DE	HU	IRL	IT	LT	L	NL	P	PL	RO	SL	SW	E	UK
Total ban							✓						✓							✓		
Product or time restrictions	✓	for PSB			✓		n/a	✓		✓	✓	✓	n/a		✓		✓			n/a	✓	
Ban in kids programmes	✓	✓	✓		✓	✓	n/a	✓		✓	✓	✓	n/a		✓	✓	✓	✓	n/a	n/a	✓	✓
Ban in sport programmes							n/a				✓		n/a	✓(1)		✓				n/a	✓(2)	
Rules on content message	✓	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	✓	n/a	✓	✓
Origin of restrictions	Law	CO	Law	Law/SR	Law	Law	Law	Law	Law/SR	Law	CO	Law	Law	SR	Law	Law/SR	Law	Law	Law	Law	Law/SR	CO

⁴ Although it is not part of the EU, Switzerland has been included in this compendium to provide a further benchmark as its national regulation covering the audiovisual sector has recently been aligned with the European legislation.

⁵ Although it is not part of the EU, Switzerland has been included in this compendium to provide a further benchmark as its national regulation covering the audiovisual sector has recently been aligned with the European legislation.

Explanatory note of table 5 (page 9)

- (1) The Code de déontologie restricts alcohol sponsorship in respect of sports events. It points out, however, that the representation of a trademark without any further promotion associated to such logo is allowed
- (2) The Spanish Brewers' Advertising Self-regulation Code forbids the sponsorship by beer brands of events in relation with driving. Sport programmes cannot be sponsored by alcoholic brands if aimed at minors

Concerning product placement (see table 6 below), it must be noted that to date product placement has been allowed (in certain categories of programmes and under specific conditions) in all the countries taken into consideration in this compendium with the exception of Ireland (where paid for product placement is at the moment totally prohibited) and in Poland and Slovenia (where the AVMS rules are still to be implemented). Please note that in some countries, such as the UK⁶ and France, a specific ban applies to product placement by brands of alcoholic beverages. In all other countries, product placement by brands of alcoholic beverages is submitted to the rules that by law have been extended to all commercial communications following the implementation of the AVMS directive. It also needs to be noted that in some of the analysed countries (such as Germany and The Netherlands) product placement is legalized only for commercial broadcasters.

Table 6 – Limits & safeguards applicable to product placement for alcoholic beverages

Country	A	B(w)	B(fl)	BG	CH ⁷	DK	F	FIN	DE	HU	IRL	IT	L	LT	NL	P	PL (3)	RO	SL (3)	SW	E	UK
Total ban								for PSB	for PSB		✓				for PSB		n/a		n/a		for PSB	
Ban on alcohol PP		(1)					✓				n/a			✓			n/a		n/a	✓		✓ (2)
Specific restrictions for alcohol	✓			✓	✓		n/a	✓			n/a			n/a			n/a		n/a	n/a		n/a
Rules on content message	✓	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	✓	n/a	✓	✓	n/a	✓	n/a	n/a	✓	✓
Origin of restrictions	Law	CO	Law	Law/SR	Law	Law	n/a	Law	Law/SR	Law/SR	n/a	Law/SR	Law/SR	Law	Law	Law/SR	n/a	Law	n/a	n/a	Law/SR	n/a

Explanatory note

- (1) On public broadcasters, product placement from brand of products containing more than 20 degrees of alcohol is prohibited
- (2) In the UK the prohibition to product placement by brands of alcoholic beverages applies to programmes produced by the broadcasters and not in films made for cinema
- (3) AVMS directive is still to be implemented into national legislation.

⁶ In the UK the prohibition to product placement by brands of alcoholic beverages applies to programmes produced by the broadcasters and not in films made for cinema

⁷ Although it is not part of the EU, Switzerland has been included in this compendium to provide a further benchmark as its national regulation covering the audiovisual sector has recently been aligned with the European legislation.

2.4 Provision applying to message content

More than 20 years ago, the Television Without Frontiers directive (TVWF) of 1989 set out general guidelines for television advertising and includes specific criteria with which the message content of TV advertising and teleshopping for alcoholic beverages has to comply (art.15 of the TVWF directive). Such criteria aimed at protecting minors from being specifically targeted by alcohol advertising and to protect consumers from marketing communications that can contribute to alcohol-related harm (excessive consumption, drinking and driving, drinking for resolving social problems, etc.). In 2007, with the adoption of the revised EU regulatory framework for the audiovisual sector (i.e. the Audiovisual Media Service directive) the coverage of the above-mentioned qualitative TV advertising rules were extended to cover all audiovisual commercial communications (including sponsorship, teleshopping windows and product placement) independent from the broadcasting platforms.

In transposing these provisions, member States have often established additional criteria or have completed the provisions with further self-regulatory safeguards. As shown by the table below (note that France, Sweden and Lithuania have not being included because they apply a total or almost total ban on TV alcohol advertising), sales houses have complied for already over 20 years with an extensive set of rules specifically related to alcohol products applying to the content of the advertising message. Such rules often interpret the EU directive's criteria in more detailed provisions and are set out either by the national law, self-regulatory codes of conduct or both tiers of regulation completing each other. For example, the EU provision according to which TV advertising cannot specifically target minors has been the most commonly interpreted by national laws or codes of conduct with a more detailed set of provisions: i.e. alcohol advertising should not specifically target minors; show minors; exploit children's or vulnerable persons' immaturity or credulity; use symbols likely to catch child's attention; make a connection between alcohol consumption and maturity, and so on. The criterion set by the EU framework concerning the drink and its purchase (i.e. advertising should not place emphasis on high alcoholic content as being a positive quality of the beverages) has been often completed by other provisions such as: the prohibition on making reference to buying rounds of alcohol; publicising sales promotions entailing multiple purchase; showing the amount of alcohol consumed, etc. In the majority of countries, an equally detailed set of limits and safeguards also cover health issues (e.g. not linking drinking with improvement of health, targeting pregnant women, showing medical staff), safety and sport issues (e.g. not linking drinking with driving, dangerous activities or situations and sports/physical performances), society issues (e.g. not encouraging immoderate consumption, suggesting that alcohol contributes to social success, that it is a means to resolve conflicts) and issues related with the work environment (e.g. not make a linking between consumption and good performance at work). For more detailed information on the actual provisions in place in each country please refer to Appendix II on the country profiles.

Table 7 – Limits and safeguards applicable to the message content of audiovisual commercial communication for alcoholic beverages

Country	A	B (wl)	B (fl)	BG	CH ⁸	DK	FIN	DE	HU	IRL	IT	L	NL	P	PL	RO	SL	E	UK
Protection of minors	Law	CO/SR	Law/SR	Law	Law	Law/SR	Law/SR	Law/SR	Law/SR	Law	Law/SR	Law/SR	SR	SR/TVWF	Law	Law	Law	Law/SR	Law/CO/SR
Health issues	Law	SR	Law/SR	Law	Law/SR	Law	Law	SR	Law/SR	Law	Law/SR	Law	SR	SR/TVWF	Law	Law	Law	Law/SR	Law/CO/SR
Safety and sports issues	Law	SR	Law/SR	Law	Law/SR	Law/SR	Law	SR	Law/SR	Law	Law/SR	Law/SR	SR	SR/TVWF	Law	Law	Law	Law/SR	Law/CO/SR
Society issues	Law	SR	Law/SR	Law	Law/SR	Law/SR	Law	SR	Law/SR	Law	Law/SR	Law	SR	SR/TVWF	Law	Law	Law	Law/SR	Law/CO/SR
Work		SR	Law/SR	Law	Law	Law	Law	SR	Law/SR		Law/SR	Law	SR	SR/TVWF	Law			Law/SR	Law/CO/SR
Drink and its purchase	Law	SR	Law/SR	Law	Law/SR	Law	Law	SR	Law	Law	Law/SR	SR	SR	SR/TVWF	Law			Law/SR	Law/CO/SR

Explanatory notes

(1) In the UK co- and self-regulation is informed by AVMS and UK Law.

2.5 Alcohol advertising on new audiovisual platforms

In view of the development of audiovisual services offered by new media platforms, which, according to the new AVMS directive, are all now subjected to the same basic tier of rules (i.e. general qualitative standards), part V of this compendium is dedicated to the provisions applicable to commercial communications for alcoholic beverages broadcast on new audiovisual platforms. Under this domain, the compendium includes “television-like” services and on-demand services (refer to glossary for definition) offered via new platforms. According to the new European directive, the provisions concerning audiovisual commercial communications for alcoholic beverages apply to all audiovisual services⁹, while the set of rules regarding TV advertising also apply to “television-like” services offered via new platforms¹⁰. The aim of egta’s analysis related to these services is two-fold: to detect whether they are subject to the same restrictions applying to TV advertising and to highlight whether advertising on such services is covered by the national self-regulatory organization. For all the countries taken into account, commercial communications broadcast on “television-like” services via new platforms are subject to the same limits in place for TV advertising according to statutory law or to the relevant codes of conduct. The situation is slightly different for on-demand services, as commercial communications for alcoholic beverages in some countries are not submitted to the same limits and safeguards applying to TV advertising (such as in Poland or Slovenia, where AVMS Directive hasn’t been implemented yet), or are submitted to a limited set of rules (as in Finland, where the 9pm watershed ban does not apply to commercial

⁸ Although it is not part of the EU, Switzerland has been included in this compendium to provide a further benchmark as its national regulation covering the audiovisual sector has recently been aligned with the European legislation.

⁹ Audiovisual commercial communications for alcoholic beverages shall not be aimed specifically at minors and shall not encourage immoderate consumption of such beverages (art.3e of AVMS directive).

¹⁰ Art 15 of AMS directive on Television advertising and teleshopping for alcoholic beverages.

communications on on-demand services). However, in the case of France and Sweden, where a total ban is in place for TV advertising on linear services, the same prohibition applies equally to commercial communications on non-linear audiovisual services. Concerning Internet advertising, in many of the countries analysed, it is not subject to all the safeguards applying to TV advertising. Only in few countries, are there specific rules regarding alcohol advertising online (e.g. in Spain the spirits code of conduct establishes that a web page containing advertising for spirits must display warnings and is not accessible to minors; in The Netherlands, Internet sites of which the brand name of the alcoholic beverage is also part of the domain name shall ask the visitors to the homepage whether they are 18 years or older). For further information on a specific country, please refer to Appendix II on country profiles.

2.6 Social marketing campaigns against excessive consumption

The large majority of the broadcasters/sales houses interviewed reported that their channels have carried social marketing campaigns during the past five years, with only few respondents claiming that such campaigns had not been aired on their channels. In addition to raising general awareness, specific campaigns reported dealt with many different facets of the problems associated with excessive or inappropriate consumption of alcohol, including anti-drink/drive messages and the danger of speed in particular, awareness of sensible drinking and recommended limits, protection of children and young people from exposure or consumption of alcohol and the responsibility of parents towards their children, long-term health risks including alcoholism, advice for pregnant women, and the link between excessive alcohol consumption and accidents, violence and sexual abuse.

Members in Austria, Belgium (Flanders), Denmark, France, Germany, Italy, The Netherlands, Portugal and Luxemburg - representing just over half of the countries within the survey - responded that they make special conditions available for the broadcast of social marketing campaigns against excessive alcohol consumption. Whilst a small number offer pro-bono time, for the most part these sales houses offer rebates or free airtime to government ministries for television social marketing campaigns.

3. CONCLUSIONS

The analysis of the data provided by the respondents to the 2008 survey (as updated in 2011) produced some compelling findings, of which the main issues are outlined below:

- Findings suggest that broadcast advertising for alcoholic beverages in EU countries is restricted by various regulatory limitations and must comply with many different self-regulatory standards and industry codes of conducts. These various safeguards complement each other at national level to ensure the highest level of responsibility on all broadcast advertising. In particular, in all the countries taken into consideration, TV advertising for alcoholic beverages is subject to statutory law. In all countries that were considered in this study an advertising self-regulatory code of conduct applicable to alcohol advertising is in place, while seven of the respondents apply an individual company code of conduct on alcoholic beverages. TV advertising for products with a high volume of alcohol (from 15% to 25% depending on country) is subject to a ban or additional time restrictions in most of the analysed countries.
- All countries apply a set of limitations and detailed safeguards aimed at protecting minors from being specifically addressed by alcohol advertising, whether via time restrictions, scheduling restrictions or limitations concerning audience rating. A prohibition on broadcasting alcohol advertising during (and in many cases immediately before and after) children's programmes is in place in all applicable countries. The content message of commercial communications for alcoholic beverages is also submitted to an extensive set of rules particularly aimed at the protection of minors. Such set of rules is established either by the national law, self-regulatory codes of conduct or both tiers of regulation complementing each other. Sponsorship of children programmes by alcohol producers is clearly prohibited in the large majority of countries (where not clearly banned a general prohibition for commercial communications to address minors is established by statutory law).
- TV advertising appears to be the most restricted means of marketing communication for alcohol advertising. While in two countries (France and Sweden) TV advertising for alcoholic beverages is submitted to a total ban (which covers all commercial communications and applies also to TV-like services and on-demand services on new platforms), in 9 other countries taken into consideration by this analysis TV alcohol advertising cannot be broadcast before a certain time of the programming day (varying between 8pm and 11pm among the different countries).
- In the majority of countries, the rules in place for advertising on audiovisual linear services cover also commercial communications when broadcast via new platforms. Commercial communications for alcoholic beverages on on-demand services are also submitted to the qualitative rules covering the message content of commercial communications for alcoholic beverages and regulated voluntarily by the broadcaster/sales house.
- The large majority of the broadcasters/sales houses interviewed reported that their channels have carried social marketing campaigns during the past five years.

APPENDIX I – GLOSSARY & ABBREVIATIONS

Advertising-related definitions

Commercial communication: new terminology for referring to a wider category of television advertising which includes, *inter alia*, sponsorship, teleshopping and product placement. It comprises advertising on both traditional television broadcast (push content audiovisual services) and on-demand services (pull-content audiovisual services).

Push content audiovisual services/TV-like services: audiovisual services based on a chronological programme schedule that is meant to be watched simultaneously by one or many people: live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.

Pull content audiovisual services/on-demand services: all on-demand services, i.e. audiovisual services in which each consumer decides for themselves the programmes they want to see and when they want to see them from a catalogue of programmes (no matter whether via a traditional television or via the internet or mobile phones).

Internet advertising: all audiovisual advertising (moving images with or without sound) displayed on the Internet: ad banners, ad download, pop-ups, skyscraper, etc.

Product placement: any form of audiovisual commercial communication consisting of the inclusion of or reference to a product, a service or the trade mark thereof so that it is featured within programmes in return for payment or for similar consideration.

Sponsorship: the contribution from any entity that helps finance programmes (or audiovisual media services) while promoting the brand, image or activities and products of that entity. It can occur in both television broadcast (push content audiovisual services) and on-demand services (pull content audiovisual services).

TV advertising: this terminology refers to audiovisual commercial communication on television broadcast services only (push content audiovisual services).

Teleshopping: different than television advertising with regards to its purpose, i.e. the possibility to directly purchase the product (as opposed to announcements with the view to promote, in the case of advertising).

Regulation-related definitions

Advertising self-regulatory code: set of rules governing the content of advertisements written and put in place by the industry regulated.

Co-regulation: system of regulation combining statutory and self-regulatory elements and sometimes involving other stakeholders, e.g. consumer organisations.

Pre-clearance: examination of an advertisement by a regulatory body as a compulsory precondition of transmission.

Advertising self-regulation: system by which the advertising industry voluntarily agrees to be restricted at national level by a code of standards and practices to ensure that advertisements which fail to meet these standards are quickly removed or corrected.

National self-regulatory organisation: independent body founded by the industry (advertisers, advertising agencies and media are usually equally represented) mainly responsible for drafting and providing interpretations of the code, as well as for compliance with the code itself.

Statutory code: code having the force of law and/or put in place by legislation or a governmental agency.

Abbreviations

AMS: Audiovisual Media Service directive

TVWF: EU Television Without Frontiers directive

CoE: Council of Europe's Convention on Transfrontier Television

LAW: national law

CO: contract/agreement between operators and the government

SR: advertising self-regulatory code of conduct

SRO: self-regulatory organisation

OWN: restriction self-imposed by the channel/sales house itself

APPENDIX II – COUNTRY PROFILES

AUSTRIA

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: ORF Act (applying to public service broadcaster) and Private TV Act (applying to commercial broadcasters) as revised respectively in March 2009 and October 2010 following implementation of AVMS directive.
- Individual company code of conduct (e.g. ORF Enterprise AGB 2008 – TV and Radio).

Restrictions applying to TV advertising

- Type of product: no advertising for products containing more than 15% of alcohol.
- Audience rating: no advertising addressing minors directly.
- Scheduling: no advertising during and immediately before/after children's programmes.

3. Restriction applying to other forms of commercial communications

Teleshopping (regulated by statutory law)

- Type of product: no advertising for products containing more than 15% of alcohol.

Sponsorship (regulated by statutory law)

- Type of product: no sponsorship by products containing more than 15% of alcohol.
- Type of programme: no sponsorship of children's programmes.
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed.

Product Placement (regulated by statutory law)

Type of product: no product placement for products containing more than 15% of alcohol. Product placement for any product is prohibited in children's programmes.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning health issues	Law
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses	
Provisions concerning safety and sports issues	Law
Not link drinking with driving (except in warning messages) Not give the impression that physical performance can be improved by drinking alcohol	
Provisions concerning society issues	Law
Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts	
Provisions concerning drink and its purchase	Law
Not place emphasis on high alcohol content as being a positive attribute of the beverage Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Subject to the same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Subject to the same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Subject to the same restrictions applying to TV advertising only on public broadcasters (ORF Act)
- Covered by the national self-regulatory organisation

BELGIUM - WALLONIA

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- Regional law: audiovisual decree as revised on 18 March 2009 and Recommendation on Product Placement of 17 December 2007
- Contract agreement between government and public broadcaster: RTBF contract agreement of 13 October 2006
- Co- and Self-regulatory code of conducts: Convention Arnoldus on alcohol advertising of 12 May 2005 (implementation monitored by the JEP¹); co-regulatory code of ethics of 27 May 1998 and 16 January 2007 (implementation monitored by the CSA, Conseil Supérieur de l'Audiovisuel)

Restrictions applying to TV advertising

- Type of product: no advertising for products containing more than 20 degrees of alcohol (only applicable to public broadcaster)
- Scheduling: no alcohol advertising during and immediately before/after children's programmes (children = under the age of 12)
- Display of warnings: a warning ("notre savoir-faire se déguste avec sagesse") must appear horizontally in the bottom of the screen for a minimum of 5 seconds (ad of 10 seconds) and form part of the image (self-regulatory code of conduct)
- Other provisions are established by both the self-regulatory and the co-regulatory codes

¹ Jury d'Ethique Publicitaire

3. Restriction applying to other forms of commercial communications

Teleshopping

- Teleshopping for alcoholic beverages is prohibited for public broadcaster
- No specific rules apply to teleshopping for alcoholic beverages for private broadcasters (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4)

Sponsorship

- Type of product: no sponsorship by brands of alcohol products containing more than 20 degrees of alcohol (only applicable to public broadcaster)
- Type of programme: no sponsorship of children's programmes
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement is allowed in certain categories of programmes under certain rules while it is clearly prohibited in children programmes. No specific restrictions apply to product placement of alcohol products except for the rules applying to all commercial communications. However, on public channels no product placement is allowed by brands of alcohol products containing more than 20 degrees of alcohol.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	LAW/CO ² /SR
Not target minors specifically	
Provisions concerning the protection of minors	SR
Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity	
Provisions concerning health issues	Law/SR
Cannot encourage immoderate consumption	

² CO = contract / agreement between operators and the government

Provisions concerning health issues	SR
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not be addressed specifically to pregnant women Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses Not show medical staff (except in warning messages)	
Provisions concerning safety and sports issues	SR
Not link drinking with driving (except in warning messages) Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages	
Provisions concerning society issues	SR
Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
Provisions concerning drink and its purchase	SR
Not place emphasis on high alcohol content as being a positive attribute of the beverage	
Provisions related to work	SR
Not make a positive link between the consumption of alcoholic beverages and good performance at work	

5. Advertising on new audiovisual platforms

The provisions contained in the audiovisual decree of 18 March 2009, i.e. to not specifically target minors and encourage immoderate consumption, as well as the ban on public service broadcasters to advertising and sponsorship of alcohol products containing more than 20 degrees, apply to all commercial communications in any audiovisual service (including on-demand) independently from the platform applied.

Linea/push and non linear/pull content audiovisual services on new audiovisual platforms, as well as audiovisual advertising displayed on the Internet are covered by the national self-regulatory organisation.

BELGIUM - FLANDERS

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- Regional law: legislation on commercial practices and consumer protection; regional broadcast decree as revised on 27 March 2009
- Self regulatory code of conduct: code of conduct on advertising for alcoholic beverages; Convention Arnoldus on alcohol advertising of 12 May 2005 (implementation monitored by JEP³); companies' codes of ethics (e.g. VMM TV has the policy not to broadcast alcoholic beverage spots before 8/9pm).

Restrictions applying to TV advertising

- Amount of alcohol: products which contain less than 1.2% of alcohol are exempted from the restrictions
- Scheduling: no alcohol advertising during and 15 minutes before/after children's programmes (children = under the age of 12)
- Display of warnings: a warning must appear horizontally in the bottom of the screen for a minimum of 5 seconds (ad of 10 seconds) and form part of the image (self-regulatory code)

3. Restriction applying to other forms of commercial communications

Teleshopping

- No specific rules apply to teleshopping for alcoholic beverages for private broadcasters (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4). Please note that teleshopping windows of any product cannot be broadcast 15 minutes before and after children programmes.

Sponsorship

- Type of programme: alcoholic beverages producers cannot sponsor children programmes

Product placement is allowed in certain categories of programmes under certain rules while it is clearly prohibited in children programmes. No specific restrictions apply to product placement of alcohol products except for the rules applying to all commercial communications.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law/ SR
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning the protection of minors	TVWF
Not use symbols likely to catch a child's attention	
Provisions concerning health issues	Law/ SR

³ Jury d'Ethique Publicitaire

Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not be addressed specifically to pregnant women Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses Not show medical staff	
Provisions concerning safety and sports issues	Law/ SR
Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages	
Provisions concerning society issues	Law
Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking Not encourage immoderate consumption of alcohol Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
Provisions concerning society issues	Law/SR
Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts Not show situations with aggressive or antisocial behaviour	
Provisions concerning drink and its purchase	Law
Not place emphasis on high alcohol content as being a positive attribute of the beverage	
Provisions concerning drink and its purchase	SR
Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption Not make reference to buying rounds of alcoholic drinks	
Provisions related to work	Law/SR
Not make a positive link between the consumption of alcoholic beverages and good performance at work Not show consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Covered by the national self-regulatory organisation

BULGARIA

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National law: Health Act; Radio and Television Act as revised in February 2010
- Industry code of conduct: code of ethic on advertisement for alcohol beverages (e.g. the one signed jointly by association of commercial broadcasters and association of advertising agencies)

Restrictions applying to TV advertising

- Type of product: no direct advertising⁴ of alcoholic beverages containing more than 15% of alcohol
- Time of programming: no indirect advertising⁵ of spirits from 6am to 10pm
- Scheduling: no alcohol advertising during children's programmes

3. Restriction applying to other forms of commercial communications

Teleshopping (regulated by statutory law)

- Type of product: no teleshopping for products above 15% decree

Sponsorship (regulated by statutory law)

- No specific rules apply to sponsorship for alcoholic beverages (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4).

⁴ Direct advertising: commercial message which uses the beverage itself or activities connected with its consumption, production and distribution

⁵ Indirect advertising: commercial message which use the name or brand of the alcoholic beverage (also on products and goods, which are not alcoholic beverages)

- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement is allowed in certain categories of programmes under certain rules while it is clearly prohibited in children programmes (for public service broadcasters it is only allowed in TV films and series). No specific restrictions apply to product placement of alcohol products, except for the rules applying to all commercial communications.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
<ul style="list-style-type: none"> Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable 	
Provisions concerning health issues	Law
<ul style="list-style-type: none"> Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses 	
Provisions concerning safety and sports issues	Law
<ul style="list-style-type: none"> Not link drinking with driving (except in warning messages) Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages 	
Provisions concerning society issues	Law

DENMARK

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National law: Executive Order concerning radio and television advertising and programme sponsorship (currently under revision following the implementation of the AVMS directive); Marketing Practices Act
- Self-regulatory code of conduct: code of practice for marketing alcoholic beverages (implementation monitored by the Alcohol Advertising Board⁶)

Restrictions applying to TV advertising

- Scheduling: no alcohol advertising around and during children's programmes. The public broadcaster committed not to broadcast alcohol advertising also around sport programmes before 9 pm.

3. Restriction applying to other forms of commercial communications

Teleshopping (regulated by statutory law)

- No specific rules apply to teleshopping for alcoholic beverages (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4).

Sponsorship (regulated by statutory law)

- Type of programme: no sponsorship of children's programmes
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

⁶ <http://www.alkoholreklamaevnet.dk/uk/>

<p>Not create the impression that alcohol consumption contributes towards social or sexual success</p> <p>Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light</p> <p>Not encourage immoderate consumption of alcohol</p> <p>Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking</p> <p>Not show situations with aggressive or antisocial behaviour</p> <p>Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts</p> <p>Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems</p> <p>Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol</p>	
Provisions concerning drink and its purchase	Law
<p>Not place emphasis on high alcohol content as being a positive attribute of the beverage</p> <p>Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption</p> <p>Not make reference to buying rounds of alcoholic drinks</p> <p>Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed</p>	
Provisions related to work	Law
<p>Not make a positive link between the consumption of alcoholic beverages and good performance at work</p>	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Product Placement is allowed in certain programmes and under specific rules while it is clearly prohibited in children programmes. No specific restrictions apply to product placement of alcohol products, except for the rules applying to all commercial communications.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) should be extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverage Not use symbols likely to catch a child's attention Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Not feature personalities likely to be a role model for children	SR
Provisions concerning health issues	Law
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not be addressed specifically to pregnant women Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses Not show medical staff	
Provisions concerning safety and sports issues	Law
Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol	
Not associate sports and alcoholic beverages	SR
Provisions concerning society issues	Law

Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not show situations with aggressive or antisocial behaviour Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking	SR
Provisions concerning drink and its purchase	Law
Not place emphasis on high alcohol content as being a positive attribute of the beverage Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed	
Provisions related to work	Law
Not make a positive link between the consumption of alcoholic beverages and good performance at work Not showing consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Only submitted to the Marketing Practices Acts
- Covered by the national self-regulatory organisation

FINLAND

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes (if alcohol below 22%)
Newspaper	Yes (if alcohol below 22%)
Magazines	Yes (if alcohol below 22%)
Outdoor	Yes (if alcohol below 22%)
Cinema	Yes (if alcohol below 22%)
Internet	Yes (if alcohol below 22%)

2. TV advertising

Applicable rules in place

- National law and interpretations by the government officials

Restrictions applying to TV advertising (statutory law)

- Amount of alcohol: no advertising for products containing more than 22% of alcohol
- Time restrictions: no alcohol advertising before 9pm
- Scheduling: no alcohol advertising during and immediately before/after children's programmes
- Please note that commercial communications for any product category are prohibited on public service broadcaster

3. Restriction applying to other forms of commercial communications

Teleshopping (regulated by statutory law)

- Type of product: no teleshopping for products containing more than 22% of alcohol
- Type of programme: no teleshopping in children programmes
- Please note that teleshopping is prohibited on Public Broadcaster Services

Sponsorship (regulated by statutory law)

- Type of product: no sponsorship from brands of products containing more than 22% of alcohol
- Type of programme: no sponsorship of children's programmes
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed
- Please note that sponsorship is prohibited on public service broadcaster

Product placement is allowed for commercial broadcasters in certain type of programmes and under certain provisions while it is clearly prohibited in children programmes. Product placement is not allowed for products containing more than 22% of alcohol.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable Not feature personalities likely to be a role model for children	
Provisions concerning health issues	Law
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not be addressed specifically to pregnant women Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses	
Provisions concerning safety and sports issues	Law
Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages	
Provisions concerning society issues	Law

FRANCE

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	No
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	No
Internet	Yes

2. TV advertising

Applicable rules in place

- National Law: Public Health Code (code de la Santé publique); Recommendation of the CSA⁷ concerning the featuring of tobacco, drugs and alcohol on TV⁸
- Self-regulatory code of conduct: the Recommendation on alcohol (implementation monitored by ARPP⁹) is not applicable to TV as advertising of alcoholic beverages is not allowed

Restrictions applying to TV advertising (statutory law)

According to statutory law, alcoholic beverages cannot be advertised on TV

3. Other forms of commercial communications and advertising on new audiovisual platforms

The ban on TV advertising includes any form of commercial communication broadcasted on TV (including teleshopping, sponsorship and product placement)

Advertising on new platform on both linear and non-linear audiovisual services are subject to the same prohibition applied to television. The so-called Law “Hospital, Patients, Health and Territory” of 9 March 2009 allows online advertising for alcoholic beverages.

⁷ Conseil Supérieur de l’Audiovisuel

⁸ http://www.csa.fr/infos/textes/textes_detail.php?id=126871

⁹ Autorité de Régulation Professionnelle de la Publicité, <http://www.arpp-pub.org/l-ARPP.html>

Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking Not show situations with aggressive or antisocial behaviour Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts	
Provisions concerning drink and its purchase	Law
Not place emphasis on high alcohol content as being a positive attribute of the beverage Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption Not make reference to buying rounds of alcoholic drinks Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed	
Provisions related to work	Law
Not make a positive link between the consumption of alcoholic beverages and good performance at work consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions and standards applying to TV advertising except for the 9pm watershed ban
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- The prohibition to advertise alcoholic products above 22% applies to all media
- Covered by the national self-regulatory organisation

GERMANY

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes (only after 6pm)
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: Interstate Broadcasting Treaty as revised on 1 April 2010; Fair Trading Act; Interstate Agreement on the Media and the Protection of Minors
- Self-regulatory code of conduct: code of conduct on commercial communication for Alcoholic Beverages (implementation monitored by the German Advertising Standards Council¹⁰)
- Individual company code of conduct

Restrictions applying to TV advertising

- Audience rating: no alcohol advertising conveyed by media the majority of whose editorial content addresses minors (code of conduct on commercial communication for alcoholic beverages)
- Scheduling: no alcohol advertising during children's programmes

3. Restriction applying to other forms of commercial communications

Teleshopping

- No specific rules apply to teleshopping for alcoholic beverages (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4).

Sponsorship

- No specific rules apply to sponsorship from brands of alcoholic beverages (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4)
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement is allowed for private broadcasters in certain types of programmes under certain rules while it is clearly prohibited in children programmes, news and current affairs, advice and consumer programmes. No specific restrictions apply to product placement of alcohol products, except for the rules applying to all commercial communications.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law/SR
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning the protection of minors	SR
Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning health issues	Law/SR
Not encourage immoderate consumption of alcohol Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses	
Provisions concerning health issues	SR
Not be addressed specifically to pregnant women Not show medical staff	
Provisions concerning safety and sports issues	SR
Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol	

¹⁰ Deutscher Werberat

Provisions concerning society issues	SR
<p>Not create the impression that alcohol consumption contributes towards social or sexual success</p> <p>Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light</p> <p>Not show situations with aggressive or antisocial behaviour</p> <p>Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems</p> <p>Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts</p> <p>Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol</p>	
Provisions concerning the work	SR
<p>Not make a positive link between the consumption of alcoholic beverages and good performance at work</p> <p>Not show consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended</p>	
Provisions concerning drink and its purchase	SR
<p>Not place emphasis on high alcohol content as being a positive attribute of the beverage</p> <p>Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed</p> <p>Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption</p>	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Only certain rules applying to TV advertising are applicable to Internet advertising
- Covered by the national self-regulatory organisation

HUNGARY

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: Act on radio and television, 1996 as revised by the Act on Media Services and Mass media of 1 January 2011.
- Self-regulatory code of conduct: Hungarian Advertising Code of Ethics (implementation monitored by the ÖRT, the Hungarian self-regulatory organisation)

Restrictions applying to TV advertising

- Scheduling: no alcohol advertising during and immediately before/after children's programmes
- Audience rating: no advertising when 30% or more of the audience is under 18 years of age (self-regulatory code of conduct)
- Display of warnings: an easy to identify warning must appear during advertising for alcoholic beverages (only applied by some companies according to individual code of conducts)

3. Restriction applying to other forms of commercial communications

Teleshopping

- No specific rules apply to teleshopping for alcoholic beverages (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4).

Sponsorship

- No specific rules apply to sponsorship for alcoholic beverages (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4).
- Type of programme: no sponsorship of children's programmes
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement is allowed in certain types of programmes under certain rules while it is clearly prohibited in children programmes (under 14 years old), news and political information programmes, religious programmes and programmes reporting on official events of national holidays. No specific restrictions apply to product placement of alcohol products, except for the rules applying to all commercial communications (see paragraph 4 below).

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning the protection of minors	SR
Not feature personalities likely to be a role model for children	
Provisions concerning health issues	Law
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses	
Provisions concerning health issues	SR
Not show medical staff	
Provisions concerning safety and sports issues	Law
Not link drinking with driving (except in warning messages) Not give the impression that physical performance can be improved by drinking alcohol Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages	
Provisions concerning safety and sports issues	SR

Associate sports and alcoholic beverages	
Provisions concerning society issues	Law
Not create the impression that alcohol consumption contributes towards social or sexual success Not encourage immoderate consumption of alcohol Not show situations with aggressive or antisocial behaviour Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems	
Provisions concerning society issues	SR
Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
Provisions concerning the work	Law
Not make a positive link between the consumption of alcoholic beverages and good performance at work	
Provisions concerning the work	SR
Not show consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended	
Provisions concerning drink and its purchase	Law
Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed Not place emphasis on high alcohol content as being a positive attribute of the beverage	

5. Advertising on new audiovisual platforms

Linear/Push and non linear/pull content audiovisual services

- Qualitative rules applying to TV advertising (e.g. to not specifically target minor and encourage immoderate consumption) should be extended to covered both linear and non-linear services on new platforms following the implementation of AVMS directive
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Some of the restrictions applying to TV advertising (Code of Conduct on Commercial Communication for Alcoholic Beverages)
- Additional specific restrictions: no alcohol advertising on the main (opening) page of a web site
- Covered by the national self-regulatory organisation

IRELAND

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: The Broadcasting Commission of Ireland General Advertising Code (as revised in May 2010)
- Agreement between the industry and the government/self-regulatory code of conduct: Alcohol Marketing Communications and Sponsorship Code of Practice (implementation monitored by the Alcohol Marketing Communications Monitoring Body)
- Individual company code of conduct (e.g. RTÉ's internal codes on alcohol advertising govern)
- All alcohol advertising is subject to pre-clearance by the Central Copy Clearance Ireland

Restrictions applying to TV advertising

- Type of products: advertising for alco-pops and drinks which contain alcohol for 25% AbV and above is not permitted
- Audience rating: advertising for alcohol during programmes where 25% or more of the audience are under 18 years of age (according to a self-regulatory code of conduct)
- Scheduling: no alcohol advertising during children's programmes (i.e. programme where 25% or more of the audience are under 18 years) and immediately before/after
- Quantitative limits: spots for alcoholic beverages cannot exceed 25% of the broadcast daily time and 25% of spots

3. Restriction applying to other forms of commercial communications

Teleshopping

- Type of product: no teleshopping for spirits and alcopops
- Amount of alcohol: no teleshopping for alcohol beverages with volume in excess of 25%

Sponsorship

- Type of product: no sponsorship from spirits and alcopops
- Amount of alcohol: no sponsorship from alcohol beverages with volume in excess of 25%
- Scheduling: no sponsorship from alcohol brands of children's programmes (i.e. programme where 25% or more of the audience are under 18 years)
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement: paid product placement is currently not allowed in Ireland (rules might change following the ongoing revision). Non paid product placement of brands for alcoholic beverages is not submitted to any specific restriction but the rules covering commercial communications apply.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable Not target minors specifically	
Provisions concerning health issues	Law
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health	
Provisions concerning safety and sports issues	Law

Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages	
Provisions concerning society issues	Law
Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking Not show situations with aggressive or antisocial behaviour Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts	
Provisions concerning drink and its purchase	Law
Not place emphasis on high alcohol content as being a positive attribute of the beverage Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Submitted to the voluntary code agreed between the Alcoholic Drinks Industry, the Media and the Government
- Covered by the national self-regulatory organisation

ITALY

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: media decree as revised on 15 March 2010; Broadcasting Act; framework law on alcohol and related problems (n.125 of 30 March 2001)
- Self-regulatory code of conduct: self-regulatory code on safeguard for minors on TV; code of Marketing Communication Self-Regulation (implementation monitored by the national self-regulatory organisation¹¹); Assobirra (association of beer producers) implements a code called "Alcohol Policy"
- Individual company code of conduct

Restrictions applying to TV advertising

- Type of products: exemption from ad restrictions of beverages containing less than 1.2 % of alcohol; specific time restrictions apply to products with more than 21% of alcohol
- Time restrictions: no alcohol advertising from 4pm to 7pm for products with more than 21% of alcohol
- Scheduling: no advertising for alcoholic beverages during children's programmes also 15 minutes before and after

3. Restriction applying to other forms of commercial communications

Sponsorship (regulated by statutory law)

- No sponsorship by companies whose core business is the production or sales of spirits with more than 21% of alcohol

¹¹ Istituto dell' Autodisciplina Pubblicitaria, <http://www.iap.it/>

- Type of programme: ban on alcohol sponsorship in programmes and time slots targeting minors
- Product visibility in sponsorship credits is not allowed (it is only possible to insert stylised pictures)

Product Placement is allowed for certain types of programs under certain rules while it is clearly banned for children programmes (code of conduct currently is under discussion). There are currently no specific restrictions on product placement for alcoholic beverages, except for the rules applying to all commercial communications.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law/SR
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning health issues	Law/SR
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not be addressed specifically to pregnant women Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses Not show medical staff	
Provisions concerning safety and sports issues	Law/SR
Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages	

Provisions concerning society issues	Law/SR
Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking Not show situations with aggressive or antisocial behaviour Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
Provisions concerning drink and its purchase	Law/SR
Not place emphasis on high alcohol content as being a positive attribute of the beverage Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption Not make reference to buying rounds of alcoholic drinks	
Provisions concerning the work	Law/SR
Not make a positive link between the consumption of alcoholic beverages and good performance at work Not show consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions applying to TV advertising by means of self-regulation (time restrictions for spirit advertising apply only to linear services)
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Not subject to same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

LITHUANIA

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (but ban from 6am to 11pm)
Radio	Yes (but ban from 6am to 11pm)
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: Lithuanian Law of Control on Alcohol

Restrictions applying to TV advertising

- Time restrictions: no alcohol advertising from 6am to 11pm
- Scheduling: no alcohol advertising during and immediately before/after children's programmes and sport programmes

3. Restriction applying to other forms of commercial communications

- **Teleshopping** for alcoholic beverages is not allowed
- **Sponsorship** of programmes by producers of alcoholic beverages is not allowed
- **Product Placement** is allowed for certain types of programs under certain rules while it is clearly banned for children programmes and news and current affairs programme. Even though there is no specific restriction applying to product placement from alcoholic beverages, the 11pm watershed ban applies also to PP.

5. Advertising on new audiovisual platforms

Linear/push and non linear/pull content audiovisual services

- Not subject to the same restrictions applying to TV advertising (rules might change following the ongoing transposition of the AVMS directive)
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Not subject to the same restrictions applying to TV advertising (no specific legislation restricts alcohol advertising on such services)
- Covered by the national self-regulatory organisation

LUXEMBOURG

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: law on commercial practices of 30 July 2002; law on unfair competition and comparative advertising of 30 July 2002; law on electronic media of 27 July 1991; royal decree on regulation on advertising, sponsorship, teleshopping and self-promotion of TV programmes of 5 April 2001 (as revised in July 2010)
- Self-regulatory code of conduct: advertising code of conduct (implementation monitored by the commission for advertising code of conduct - LCEP)

Restrictions applying to TV advertising

- Scheduling: the legislation does not establish an explicit prohibition to broadcast alcohol advertising during children's programmes and sport programmes but prohibits alcohol adverts to directly target minors and to create a link between alcohol consumption and physical performance

3. Restriction applying to other forms of commercial communications

Teleshopping

- No specific rules apply to teleshopping for alcoholic beverages (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4).

Sponsorship (self-regulatory code of conduct)

- Type of programme: sponsorship is restricted in respect of sports events but the representation of a trademark without any further promotion associated to such logo is allowed

- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

- **Product Placement** is allowed for certain types of programs under certain rules while it is clearly banned for children programmes. There are currently no specific restrictions on product placement for alcoholic beverages, except for the rules applying to all commercial communications.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) should be extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	
May not target minors specifically	TVWF/ Law/SR
May not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages	TVWF/ Law
May not feature personalities likely to be a role model for children	SR
May not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity	SR
May not exploit a child's immaturity	TVWF/SR
May not exploit the credulity of those who are mentally or socially vulnerable (Not specific to alcohol)	TVWF
Provisions concerning health issues	
May not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health	Law
May not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses	TVWF/Law
Provisions concerning safety and sports issues	
May not link drinking with driving (except in warning messages) May not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages May not give the impression that physical performance can be improved by drinking alcohol	TVWF/Law

May not associate sports and alcoholic beverages	SR
Provisions concerning society issues	TVWF/Law
<p>May not create the impression that alcohol consumption contributes towards social or sexual success</p> <p>May not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light</p> <p>May not encourage immoderate consumption of alcohol</p> <p>May not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking</p> <p>May not show situations with aggressive or antisocial behaviour</p> <p>May not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts</p> <p>May not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems</p> <p>May not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol</p>	
Provisions concerning the work	SR
May not make a positive link between the consumption of alcoholic beverages and good performance at work	
Provisions concerning drink and its purchase	TVWF/Law
May not place emphasis on high alcohol content as being a positive attribute of the beverage	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising (mainly the advertising code of conduct). Rules might change following the ongoing transposition of the AVMS directive.

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Not subject to same restrictions applying to TV advertising (rules might change following the ongoing transposition of the AVMS directive)

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Not subject to same restrictions applying to TV advertising
- Not Covered by the national self-regulatory organisation

NETHERLANDS

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- Law of 29 December 2008 establishing a new Media Act (Media Act 2008)
- Self-regulatory code of conduct: advertising code for alcoholic beverages (implementation monitored by the Dutch Advertising Code Authority - Stichting Reclame Code)

Restrictions applying to TV advertising

- Type of products: exemption from ad restrictions of beverages containing less than 0.5 % of alcohol
- Audience rating: no alcohol advertising during programmes where 25% or more of the audience are under 18 years of age
- Scheduling: no alcohol advertising during children's programmes and immediately before/after
- Display of warnings: the warnings "Enjoy, but drink with moderation" (strong drinks) and "Alcohol under 16? Of course not!" (all other alcoholic beverages) must appear horizontally for at least 5 seconds at the bottom of the screen (in the title safe area). The minimum type size of the slogan shall be 26 (screen ratio 16:9)
- No advertising and teleshopping messages for alcohol products from 6am to 9pm

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (e.g. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	SR
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning health issues	SR
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not be addressed specifically to pregnant women Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses Not show medical staff	
Provisions concerning safety and sports issues	SR
Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages	
Provisions concerning society issues	SR

Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking Not show situations with aggressive or antisocial behaviour Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
Provisions concerning drink and its purchase	SR
Not place emphasis on high alcohol content as being a positive attribute of the beverage Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption	
Provisions concerning the work	SR
Not make a positive link between the consumption of alcoholic beverages and good performance at work	

3. Restriction applying to other forms of commercial communications

Teleshopping

No advertising and teleshopping spots for alcohol products from 6am to 9pm

Sponsorship

Between 6am and 9pm sponsorship credits mentioning brands that manufacture or sale alcoholic beverages can only display neutral text or pictures or names of brands

Product placement

Product placement is allowed for private broadcasters, in certain type of programmes and under specific rules. It is clearly prohibited in children programmes.

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Same restrictions and standards applying to TV advertising except the rules set by the Media Act.. The Advertising Code establishes specific rules for Internet advertising (no advertising in the form of internet games to address minors; no sponsoring of these games by alcohol brands; Internet sites of which the (brand) name of the alcoholic beverage is also part of the domain name shall ask the visitors to the homepage whether they are 18 years or older; on internet sites which specifically aim at minors no advertising messages for alcoholic beverages shall be placed).
- Covered by the national self-regulatory organisation

POLAND

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: Act on Upbringing in Sobriety and Counteracting Alcoholism of 26 October 1982

Restrictions applying to TV advertising

- Type of product: advertising is allowed only for beer
- Time restrictions: no alcohol advertising from 6am to 8pm (except advertisement provided by the organiser of a qualified or professional sports event during such an event)
- Audience profiling: no alcohol advertising can target minors (under 18 years old)

3. Restriction applying to other forms of commercial communications

Teleshopping (regulated by statutory law)

- Type of product: teleshopping is allowed only for beer

Sponsorship (regulated by statutory law)

- Type of product: programmes can be sponsored only by brands of beers
- Type of programme: no sponsorship of children's programmes, news programmes (with exception of sports and weather forecasts), programmes on social, political or consumers-related topics, electoral programmes or programmes directly related to electoral campaigns
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement is currently not allowed in Poland (rules might change following the ongoing transposition of the AVMS directive)

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the on-going implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (i.e. to not specifically target minor and encourage immoderate consumption) should be extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning health issues	Law
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses Not show medical staff	
Provisions concerning safety and sports issues	Law
Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages	
Provisions concerning society issues	Law

Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
Provisions concerning drink and its purchase	Law
Not place emphasis on high alcohol content as being a positive attribute of the beverage Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption	
Provisions concerning the work	Law
Not make a positive link between the consumption of alcoholic beverages and good performance at work	
Other provisions	Law
Not make a positive link with relaxation or leisure Not make a positive link between the consumption of alcoholic beverages and learning	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Not subject to same restrictions applying to TV advertising (rules might change following the ongoing transposition of the AVMS directive)
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Not subject to same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

PORTUGAL

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes (only after 10.30pm)
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: Advertising Code (currently under revision following the adoption of the AVMS directive)
- Self-regulatory code of conduct: Code of Best Practices in the Commercial Communication of Alcoholic Beverages (implementation monitored by the follow-up Standing Commission and the self-regulatory organization, ICAP).
- Specific alcohol distributor's code of conduct: Self-regulatory Code of Portuguese Brewers for the Commercial Communication (implementation monitored by the self-regulatory organization, ICAP).

Restrictions applying to TV advertising

- Time restrictions: no alcohol advertising from 7am to 10.30pm
- Scheduling: the legislation does not establish an explicit prohibition to broadcast alcohol advertising during children's programmes but prohibits alcohol adverts to directly target minors (children = under 16)
- Display of warnings: both self-regulatory codes in place envisage ad hoc warnings ("be responsible, drink with moderation"). The warning must be clearly legible (i.e. appear horizontally and with a font size of 22) and its time duration must be of at least 3 seconds (ads less than 30'') or 5 seconds (longer ads).

3. Restriction applying to other forms of commercial communications

Teleshopping

- Teleshopping of alcoholic beverages is permitted regardless the type of product/amount of alcohol

Sponsorship (Self-regulatory agreement on Sponsorship)

- Type of programme: no sponsorship of children's programmes. Sponsorship of sports programmes is generally allowed unless minors participate.
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed with some restrictions

Product placement

According to a self-regulatory code of conduct product placement for brands of alcoholic beverages cannot encourage the immoderate consumption of alcohol, regardless of the addressee, except for pedagogical reasons. It is in any case banned within children programmes (below 9 years old). Rules might change following the implementation of AVMS directive, currently under discussion.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (i.e. to not specifically target minor and encourage immoderate consumption) should be extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	SR
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity	
Provisions concerning the protection of minors	SR
Not feature personalities likely to be a role model for children Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning health issues	SR
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses	
Provisions concerning health issues	SR
Not be addressed specifically to pregnant women Not show medical staff	
Provisions concerning safety and sports issues	SR

Not link drinking with driving (except in warning messages) Not give the impression that physical performance can be improved by drinking alcohol	
Provisions concerning safety and sports issues	Law
Not associate sports and alcoholic beverages (in case minors participate)	
Provisions concerning safety and sports issues	SR
Not link drinking with the use of potentially dangerous machinery	
Provisions concerning society issues	SR
Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts	
Provisions concerning drink and its purchase	SR
Not place emphasis on high alcohol content as being a positive attribute of the beverage	
Provisions concerning the work	SR
Not make a positive link between the consumption of alcoholic beverages and good performance at work Not show consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Same restrictions applying to TV advertising and exclusive rules set out by self-regulatory code
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Same restrictions applying to TV advertising and exclusive rules set out by self-regulatory code
- Covered by the national self-regulatory organisation

ROMANIA

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: Law on Radio & TV Broadcasting of 2008; decision n. 187 of 3 April 2006 concerning the regulation of the content of audiovisual programmes services (and subsequent modifications); law n. 504 of 11 July 2002 on Radio and Television Broadcasting (and subsequent modifications)
- Self-regulatory code of conduct: code of advertising practice (implementation monitored by the Romanian Advertising Council¹²)
- Specific alcohol distributor's code of conduct: the code of advertising practice includes a specific section on "rules on responsible commercial communications for beer products" that the brewers industry are committed to follow

Restrictions applying to TV advertising

- Type of products: statutory law establishes extra provisions for distilled drinks as opposed to the wide category of alcoholic beverages
- Time restrictions: no alcohol advertising from 6am to 10pm for distilled drinks; isolated advertising spots of alcoholic beverages shall be broadcast only between 11pm and 6am
- Scheduling: no alcohol advertising during children's programmes
- Other restrictions: it is prohibited to broadcast promotional announcements or competitions that include references to the name or trademark of a distilled drink; within competitions it is prohibited to offer prizes sponsored by companies producing such beverages

¹² <http://rac.ro/home.php>

3. Restriction applying to other forms of commercial communications

Teleshopping

- No specific rules apply to teleshopping for alcoholic beverages (except for the qualitative rules applying to all commercial communications as detailed at paragraph 4).

Sponsorship (regulated by statutory law)

- Type of programme: no sponsorship of children's programmes
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed
- Sports events which do not respect the provisions of the Law no. 148/2000 on tobacco products and alcoholic beverages shall not be broadcast by broadcasters licensed in Romania

Product placement **Product Placement** is now allowed for certain types of programs under certain rules while it is clearly banned for children programmes. There are no specific restrictions on product placement for alcoholic beverages, except for the rules applying to all commercial communications

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (i.e. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning health issues	Law
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses Not show medical staff	
Provisions concerning safety and sports issues	Law

Not link drinking with driving (except in warning messages) Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol	
Provisions concerning society issues	Law
Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not show situations with aggressive or antisocial behaviour Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol Not show that high level of alcohol is a quality of the beverage	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Subject to some restrictions applying to TV advertising (see paragraph 4)
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Subject to some restrictions applying to TV advertising (see paragraph 4)
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Not subject to same restrictions applying to TV advertising
- Covered by the national self-regulatory organisation

SLOVENIA

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes (only from 9:30 to 7am)
Newspaper	Yes
Magazines	Yes
Outdoor	No
Cinema	Yes (only after 10pm)
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: Act regulating the sanitary suitability of foodstuff, products and materials coming into contact with foodstuffs
- Self-regulatory code of conduct: Code of Slovenian Advertisers (implementation monitored by the Slovenian Advertising Chamber)

Restrictions applying to TV advertising¹³

- Type of product: advertising for spirits, i.e. alcohol beverages with volume in excess of 15%, is prohibited
- Time restrictions: no alcohol advertising from 7am to 9.30pm
- Audience rating: advertising must not target youngsters
- Display of warnings: the warnings "Health Minister's warning: Alcohol consumption could harm your health!" or "Health Minister's warning: Alcohol over-consumption damages your health!" must appear at the end of the ad with the use of a voice-over

¹³ Stricter rules may apply to public service broadcaster

3. Restriction applying to other forms of commercial communications

Teleshopping (regulated by statutory law)

- Type of products: advertising for spirits, i.e. alcohol beverages with volume in excess of 15%, is prohibited.

Sponsorship (regulated by statutory law)

- The sponsor: it cannot be a brand. It must be the company that is actually producing the product
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed only for products and in time slots in which alcohol advertising is permitted

Product Placement is currently not allowed in Slovenia (rules might change following the ongoing transposition of the AVMS directive)

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (i.e. to not specifically target minor and encourage immoderate consumption) should be extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity Not exploit the credulity of those who are mentally or socially vulnerable	
Provisions concerning health issues	Law
Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health	
Provisions concerning safety and sports issues	Law
Not give the impression that physical performance can be improved by drinking alcohol	
Provisions concerning society issues	Law

Not create the impression that alcohol consumption contributes towards social or sexual success
 Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light
 Not encourage immoderate consumption of alcohol
 Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts
 Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Mainly subject to same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Mainly subject to same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Mainly subject to same restrictions and standards applying to TV advertising
- Covered by the national self-regulatory organisation

SPAIN

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes (restrictions to protect minors)
Newspaper	Yes (restrictions to protect minors)
Magazines	Yes (restrictions to protect minors)
Outdoor	Yes (restrictions to protect minors)
Cinema	Yes (restrictions to protect minors)
Internet	Yes (restrictions to protect minors)

2. TV advertising

Applicable rules in place

- National legislation: March 2010 Amendments to Project Law on General Audiovisual Communication (law n. 25 of 12 July 1994); General law on Advertising (n.34 of 11th November 1988); royal decree on advertising for tobacco and alcoholic beverages on public service broadcasters
- Self-regulatory code of conduct: advertising code of conduct (which implementation is monitored by the national self-regulatory organisation, Autocontrol)
- Agreement between the channels and the government (e.g. Agreement for the promotion of self-regulation of television content and childhood co-signed by the Minister and four broadcasters)
- Specific alcohol distributors' codes of conduct: federation of Spirits' code of conduct, wine federation's code of conduct; brewers' advertising self-regulation code; advertisers code of conduct on advertising for alcoholic beverages.

Restrictions applying to TV advertising

- Amount of alcohol: commercial communications for alcohol beverages with degree of alcohol in excess of 20° is prohibited (statutory law)
- Time restrictions: 8:30 pm watershed ban on TV commercial communications for alcoholic beverages below 20° (statutory law); minors-protected time frame from 6am to 10pm (government-broadcasters agreement)
- Scheduling: no advertising during and immediately before/after children's programmes (royal decree and industry codes of conducts); no advertising for spirits before the evening news (federation of Spirits' code of conduct)
- Please note that an advertising ban on TV and radio channels of the public service broadcaster is in place from 1 January 2010.

- Display of warnings: all three alcohol industry code of conducts on alcohol advertising envisage ad hoc warnings (“enjoy a responsible consumption”, “wine can only be enjoyed with moderation”, “X bran of beer recommends responsible consumption”). The warning must have a minimum size (e.g. for spirits: 1.5 % of the total advert space), it must be clearly visible and it must be shown for from 2/3 to 5 seconds depending on the ad length

3. Restriction applying to other forms of commercial communications

Teleshopping

- Type of products: teleshopping for alcohol beverages with decree of alcohol in excess of 20° is prohibited (statutory law)
- Time restrictions: no teleshopping for alcoholic products below 20° before 8:30 pm (statutory law)

Sponsorship

- Type of products: sponsorship from brands of alcohol beverages with decree of alcohol in excess of 20° is prohibited (statutory law)
- Time restrictions: no sponsorship from alcoholic products below 20° before 8:30 pm (statutory law)
- Type of programme: no sponsorship of children’s programmes (industry codes of conduct)
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product placement is allowed on private channels for certain types of programs under certain rules while it is clearly banned for children programmes. There are no specific restrictions on product placement for alcoholic beverages, except for the rules applying to all commercial communications.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (i.e. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law/SR
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child’s attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child’s immaturity Not exploit the credulity of those who are mentally or socially vulnerable	

Provisions concerning health issues	Law/SR
Not establish a link between the consumption of alcoholic beverages and an improvement in one’s state of health Not be addressed specifically to pregnant women Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses Not show medical staff	
Provisions concerning safety and sports issues	Law/SR
Not link drinking with driving (except in warning messages) Not link drinking with the use of potentially dangerous machinery Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages Not give the impression that physical performance can be improved by drinking alcohol Not associate sports and alcoholic beverages	
Provisions concerning society issues	Law/SR
Not create the impression that alcohol consumption contributes towards social or sexual success Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light Not encourage immoderate consumption of alcohol Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking Not show situations with aggressive or antisocial behaviour Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
Provisions concerning drink and its purchase	Law/SR
Not place emphasis on high alcohol content as being a positive attribute of the beverage Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption Not make reference to buying rounds of alcoholic drinks	
Provisions concerning the work	Law/SR
Not make a positive link between the consumption of alcoholic beverages and good performance at work Not show consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Subject to same rules applying to TV advertising
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Subject to same rules applying to TV advertising
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Subject to some of the rules applying to TV advertising (e.g. according to the federation of Spirits' code of conduct warnings must appear on the home page of a web site containing advertising for spirits. To access the Website, the user must certify that he has more than 18 years old)
- Covered by the national self-regulatory organisation

SWEDEN

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	No
Radio	No
Newspaper	Yes
Magazines	Yes
Outdoor	No
Cinema	No
Internet	Yes (see restrictions listed at point 2)

Explanation: the Swedish Alcohol Act provides a general principle that particular moderation shall be observed when marketing alcoholic beverages to consumers. Advertising or other marketing measures that are obtrusive or can be considered a form of solicitation or that encourage the consumption of alcohol may not be undertaken. Moreover, marketing may not be aimed particularly towards or depict children or young people under the age of 25

2. TV advertising

Applicable rules in place

- National legislation: Swedish Radio and Television Act (as revised on 17 June 2010) which refers to the Swedish Alcohol Act (1994)
- The above mentioned legislation establishes a total prohibition of TV advertising for alcoholic beverages

2. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Subject to same ban applying to TV advertising (according to the Swedish Radio and Television Act)
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Subject to same ban applying to TV advertising (according to the Swedish Alcohol Act)
- Covered by the national self-regulatory organisation

Product placement

Product placement for products from companies whose principal activity is the manufacture or sale of alcoholic beverages is prohibited

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Whether or not advertising of alcoholic beverages is permitted on the Internet has not been concluded by a Swedish court and is therefore uncertain. The Swedish Consumer Agency (Sw. Konsumentverket) asserts that internet advertising is only permitted in certain cases
- Covered by the national self-regulatory organisation

SWITZERLAND

- ❖ Please note that although Switzerland is not part of the EU it has been included in this compendium as its national regulation covering the audiovisual sector has recently been aligned with the European legislations

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place

- National legislation: Bundesgesetz vom 24. März 2006 über Radio und Fernsehen (RTVG), Radio- und Fernsehverordnung vom 9. März 2007 (RTVV), AlkG Bundesgesetz vom 21. Juni 1932 über die gebrannten Wasser (Alkoholgesetz)

- Self-regulatory code of conduct: Code De Deontologie/ Verhaltenskodex - advertising code of conduct (which implementation is monitored by the national self-regulatory organisation, Groupement Suisse Des Spiritueux de Marque)
- Specific alcohol distributors' codes of conduct: Code de Deontologie/ Verhaltenskodex, monitored by Groupement Suisse des Spiritueux de Marque

Restrictions applying to TV advertising

- Type of product: Advertising of beers, wines and ciders are permitted. Advertising of spirits, alcopops and others is prohibited.
- Amount of alcohol: advertising for fermented alcohol beverages with degree of alcohol in excess of 15% is prohibited. Any alcohol is forbidden if it contains 15% of alcohol or more.
- Audience ratings: RTVV 16 I lit.a.: Advertising for alcoholic beverages may not target especially minors and RTVV 16 II: before, during and after programs, which target minors, advertising for alcoholic beverages may not be broadcast.
- Scheduling: no advertising during and immediately before/after children's programmes;

3. Restriction applying to other forms of commercial communications

Teleshopping

- Type of products: beers, ciders, wines and champagnes, spirits, alcopops and others are prohibited.

Sponsorship

- Type of products: sponsorship from brands of alcohol beverages with degree of alcohol in excess of 15% is prohibited.
- Type of programme: no sponsorship of children's programmes.
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits are allowed.

Product placement

- Type of product: Product placement allowed for beers, ciders, wines and champagnes only.
- Type of programme: Not allowed for children's programmes. Allowed for sports programmes, light entertainment programmes, series and serials, and in TV films.

4. Limits & safeguards applicable to the message content of commercial communication

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law/CoE

<p>Not target minors specifically</p> <p>Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages</p> <p>Not use symbols likely to catch a child's attention (not explicit, but as a derivative of 4.1.1.1.)</p> <p>Not feature personalities likely to be a role model for children (not explicit but derives from general rules).</p> <p>Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity</p> <p>Not exploit a child's immaturity (not only for alcohol, general for any advertising)</p> <p>Not exploit the credulity of those who are mentally or socially vulnerable (not only for alcohol, general for any advertising).</p>	
Provisions concerning health issues	Law/CoE/SR
<p>Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health</p> <p>Not be addressed specifically to pregnant women (not explicit, but derives from general law rules where advertising may not promote actions which can cause health damages).</p> <p>Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses</p> <p>Not show medical staff (implicit forbidden).</p>	
Provisions concerning safety and sports issues	Law/CoE/SR
<p>Not link drinking with driving (except in warning messages)</p> <p>Not link drinking with the use of potentially dangerous machinery</p> <p>Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages (not explicit, but derives from general law rule where advertising may not promote actions which can cause health damages)</p> <p>Not give the impression that physical performance can be improved by drinking alcohol.</p>	
Provisions concerning society issues	Law/CoE/SR
<p>Not create the impression that alcohol consumption contributes towards social or sexual success (spirits).</p> <p>Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light</p> <p>Not encourage immoderate consumption of alcohol</p> <p>Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking</p> <p>Not show situations with aggressive or antisocial behaviour</p> <p>Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts</p> <p>Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems</p> <p>Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol (implicit derivable from general rules)</p>	
Provisions concerning drink and its purchase	Law/CoE/SR

<p>Not place emphasis on high alcohol content as being a positive attribute of the beverage</p> <p>Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed (implicit forbidden)</p> <p>Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption (any link to excessive consumption is forbidden)</p> <p>Not make reference to buying rounds of alcoholic drinks (implicit forbidden)</p>	
Provisions concerning the work	Law/CoE
<p>Not make a positive link between the consumption of alcoholic beverages and good performance at work (link to increasing performance is generally forbidden).</p>	
Other provisions	Law
<p>Telesales and teleshopping are forbidden</p>	

6. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Same restrictions and standards applying to TV advertising. As far as the broadcast program can be received from at least 1000 devices, if not, the rules are reduced to the prohibition of targeting advertising to minors (and for spirits the rules according to the SR).
- Same rules apply to the services, if at least 1000 devices. If less than 1000 devices, ad hoc pieces of legislations apply: Lebensmittelverordnung, Alkoholgesetz and Self Regulation concerning spirits Lauterkeit)
- Covered by the national self-regulatory organisation, as far as the spirits are concerned (Lauterkeit)

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- No advertising to minors for any alcohol. Self Regulation for spirits Lauterkeit.
- Covered by the national self-regulatory organisation.

UNITED KINGDOM

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	Yes (see restrictions listed at point 2)
Radio	Yes
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

Applicable rules in place¹⁴

- National legislation: Communications Act 2003; Alcoholic Liquor Duties Act 1979 (as amended)
- Self-regulatory code of conduct: Advertising in Broadcast (the co-regulatory BCAP¹⁵ Code); Alcohol Industry Body (The Portman Group) operating a Code of Practice on the Naming, Packaging and Promotion of Alcoholic drinks
- Alcohol distributors' codes of conducts: the Portman Group code (Bacardi-Martini, Beverage Brands UK Ltd, Brown-Forman, Carlsberg UK, Coors Brewers UK, etc.)
- All alcohol advertising is subject to pre-clearance by the self-regulatory organisation before they can be broadcast on television

Restrictions applying to TV advertising

- Amount of alcohol: more permissive restrictions for alcohol beverages containing 1.2% alcohol by volume or less
- Audience rating: restriction applies to any programme where the child audience, indexed against all individuals that make up the relevant comparator audience (e.g. an-all homes audience or a multi-channel homes audience), produces an index of 120 or more

¹⁴ The list of statutes and regulations affecting advertising and promotions relates to England and Wales and is not exhaustive; a considerable amount of legislation is always in the pipeline and cannot therefore be included. Many of these statutes are also applicable to Scotland and Northern Ireland, which have their own additional legislation. Also, in some instances, EC Regulations and Directives are relevant. Businesses have primary responsibility for ensuring that everything they do is legal

¹⁵ Broadcast Committee of Advertising practice

- Scheduling: no alcohol advertising in or adjacent to children's programmes, programmes commissioned for, principally directed at or likely to appeal particularly to audiences below the age of 18 and during Religious Programmes
- Display of warnings: according to the Portman Group alcohol industry self-regulation/Code of Practice the warning "Drink Awareness" and/or "Enjoy Responsibly" must appear in alcohol advertising
- Other provisions: broadcasters operate checks on inappropriate juxtapositioning in compliance with the BCAP Code

3. Restriction applying to other forms of commercial communications

Teleshopping

- Teleshopping of alcoholic beverages is permitted regardless the type of product/amount of alcohol

Sponsorship (regulated by co/self-regulatory code)

- Type of programme: no sponsorship of children's programmes
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement

No product placement for alcoholic beverages is allowed. The rule will come into force on 28 February through Ofcom's Broadcasting Code review.

4. Limits & safeguards applicable to the message content of commercial communication

Please note that, following the implementation of AVMS directive, the qualitative rules applying to TV advertising for alcoholic beverages on linear services (i.e. to not specifically target minor and encourage immoderate consumption) are extended to cover all commercial communications (including sponsorship, teleshopping and product placement) on any platform.

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law/CO/SR ¹⁶
Not target minors specifically Not show people who are or appear to be minors and who encourage the consumption of alcoholic beverages Not use symbols likely to catch a child's attention Not feature personalities likely to be a role model for children Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity	

¹⁶ Please note that in the UK co and self-regulation is informed by TVWF/AVMS directive and UK Law (Communication)

Provisions concerning health issues	Law/CO/SR
<p>Not establish a link between the consumption of alcoholic beverages and an improvement in one's state of health</p> <p>Not be addressed specifically to pregnant women</p> <p>Not suggest that the consumption of alcoholic beverages is likely to combat or prevent certain illnesses</p> <p>Not show medical staff</p>	
Provisions concerning safety and sports issues	Law/CO/SR
<p>Not link drinking with driving (except in warning messages)</p> <p>Not link drinking with the use of potentially dangerous machinery</p> <p>Not link dangerous activities or situations, or activities or situations which could be made dangerous, and the consumption of alcoholic beverages</p> <p>Not give the impression that physical performance can be improved by drinking alcohol</p> <p>Not associate sports and alcoholic beverages</p>	
Provisions concerning society issues	Law/CO/SR
<p>Not create the impression that alcohol consumption contributes towards social or sexual success</p> <p>Not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light</p> <p>Not encourage immoderate consumption of alcohol</p> <p>Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking</p> <p>Not show situations with aggressive or antisocial behaviour</p> <p>Not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts</p> <p>Not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems</p> <p>Not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol</p>	
Provisions concerning drink and its purchase	Law/CO/SR
<p>Not place emphasis on high alcohol content as being a positive attribute of the beverage</p> <p>Not suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed</p> <p>Not publicise sales promotions entailing multiple purchase which appear to encourage excessive consumption</p> <p>Not make reference to buying rounds of alcoholic drinks</p>	
Provisions concerning the work	Law/CO/SR

<p>Not make a positive link between the consumption of alcoholic beverages and good performance at work</p> <p>Not show consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended</p>	
Other provisions	Law/CO/SR
<p>No-one may behave in an adolescent or juvenile way</p>	

5. Advertising on new audiovisual platforms

Linear/push content audiovisual services (live streaming, webcasting, traditional TV channels offered via the Internet or on mobile, etc.)

- Audiovisual commercial communications for alcoholic beverages on all platforms shall not be aimed specifically at minors and shall not encourage immoderate consumption of such beverages
- Covered by the national self-regulatory organisation

Non-linear/pull content audiovisual services (on-demand services accessible via the internet, mobile phones, etc.)

- Commercial communications for alcoholic drinks is prohibited in on-demand programme services unless it is not aimed at persons under the age of eighteen, and it does not encourage excessive consumption of such drinks (VOD regulation)
- Covered by the national self-regulatory organisation

Audiovisual advertising displayed on the Internet (ad banners, ad download, pop-ups etc. that not necessarily accompany audiovisual services)

- Not subject to same restrictions and standards applying to TV advertising (non-Broadcast Code)
- Covered by the national self-regulatory organisation