



TV Advertising restrictions & alcohol consumption

Some European case studies

1. France

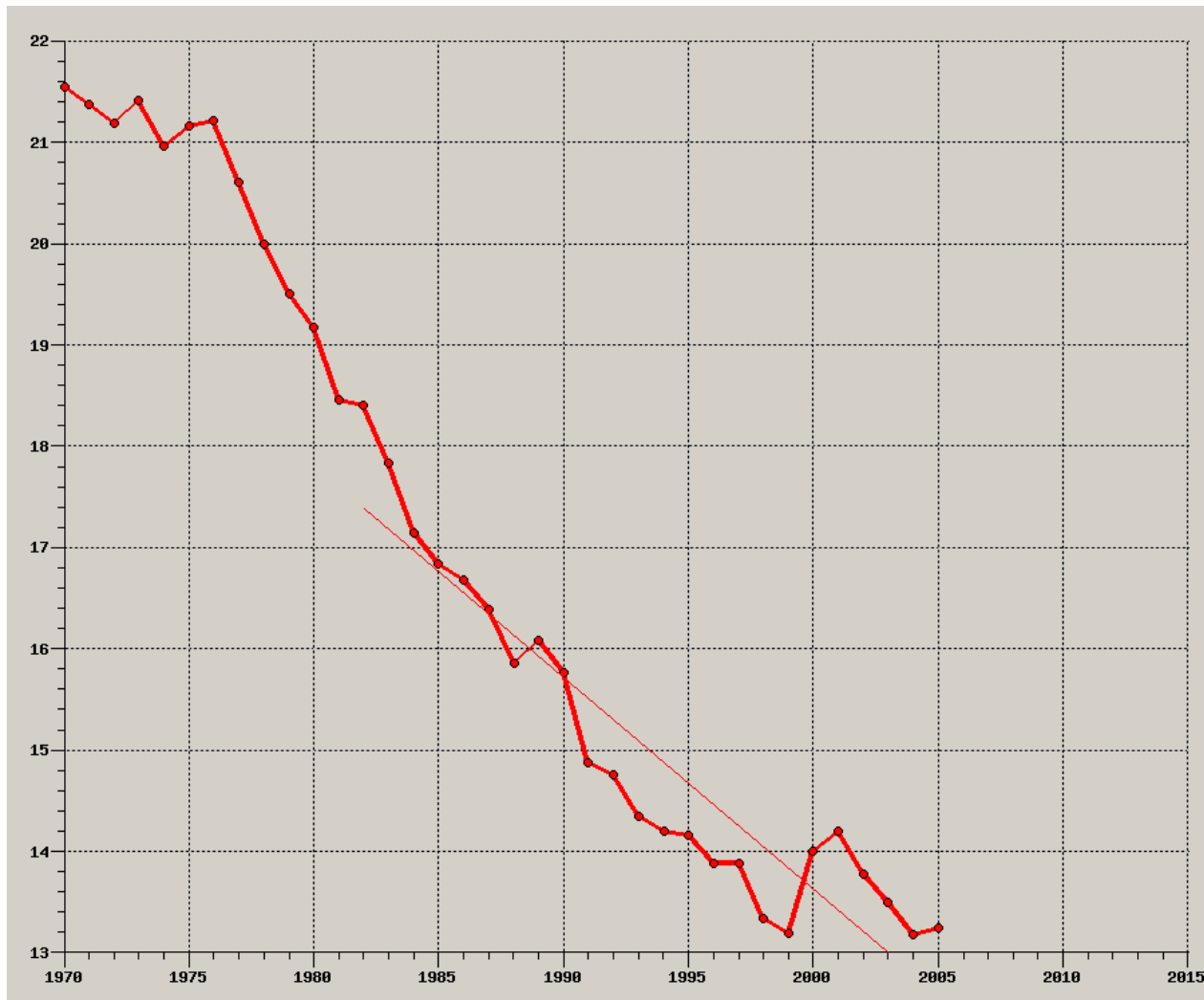
In France the ban on TV alcohol advertising has existed since the mid 80's. The tables below show how the decreasing trend in alcohol consumption has not been influenced by the application of such restrictions. Please note that in 2009, ratifications to the Loi Evin allowed for alcohol advertising on online platforms, thereby liberalising the online market (law 879 of 21 July 2009), while the ban on TV was kept.

⇒ Restrictions on advertising, sponsorship or brand identification of alcoholic beverages (source: egta alcohol database)

	Beer	Wine	Spirits
National TV	Complete restriction	Complete restriction	Complete restriction
Cable TV	Complete restriction	Complete restriction	Complete restriction
Satellite TV	n/a	n/a	n/a
National radio	Partial restriction	Partial restriction	Partial restriction
Internet	No restriction	No restriction	No restriction
Printed newspapers/magazines	Partial restriction	Partial restriction	Partial restriction
Billboards	No restriction	No restriction	No restriction
Point of sale	Partial restriction	Partial restriction	Partial restriction
Cinema	Complete restriction	Complete restriction	Complete restriction
Rented videos	Complete restriction	Complete restriction	Complete restriction
Product placement in TV shows and films	Complete restriction	Complete restriction	Complete restriction

Sponsored events identified with brand name	Complete restriction	Complete restriction	Complete restriction
Non-alcohol products identified with brand name	Partial restriction	Partial restriction	Partial restriction

⇒ Trend in pure alcohol consumption (litre per capita) age 15+ (from 1970 to 2005)
 (Source: WHO European health for all database)



⇒ Pure alcohol consumption (litre per capita) age 15+ from 1970 to 2005
(Source: WHO European health for all database)

1970 (Ban on TV ad not in place)	1980 (Ban on TV ad not in place)	1990 (Ban on TV ad in place)	2000 (Ban on TV ad in place)	2001 (Ban on TV ad in place)	2002 (Ban on TV ad in place)	2003 (Ban on TV ad in place)	2004 (Ban on TV in place)	2005 (Ban on TV in place)
21.55	19.17	15.77	14	14.2	13.78	13.49	13.18	13.21

2. Denmark

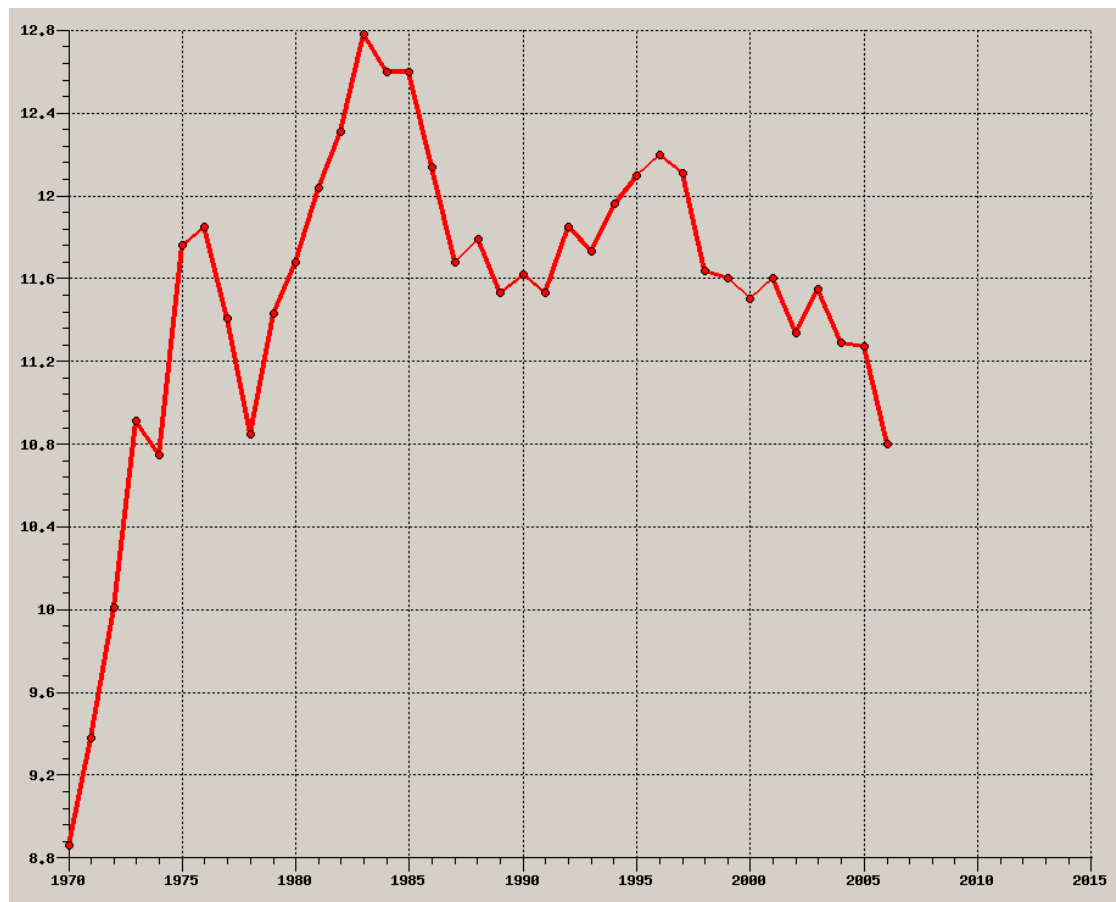
In Denmark TV advertising of alcoholic beverages has long been banned. Since it did not have any tangible effect on consumption while hurting media, it was liberalised in 2003. The trend in alcohol consumption, which has been decreasing by 11% from 1995 to 2006, has not been affected by the advertising liberalisation. Most recently, there has been a 13% reduction in average alcohol consumption (from 2004 to 2009).

⇒ Restriction on advertising, sponsorship or brand identification of alcoholic beverages (source: egta alcohol database)

	Beer	Wine	Spirits
National TV	No restriction	No restriction	No restriction
Cable TV	Partial restriction	Partial restriction	Partial restriction
Satellite TV	n/a	n/a	n/a
National radio	Complete restriction	Complete restriction	Complete restriction
Internet	Partial restriction	Partial restriction	Partial restriction
Printed newspapers/magazines	Voluntary agreement	Voluntary agreement	Voluntary agreement
Billboards	Voluntary agreement	Voluntary agreement	Voluntary agreement
Point of sale	Voluntary agreement	Voluntary agreement	Voluntary agreement
Cinema	Voluntary agreement	Voluntary agreement	Voluntary agreement
Rented videos	Partial restriction	Partial restriction	Partial restriction

Product placement in TV shows and films	No restriction	No restriction	No restriction
Sponsored events identified with brand name	Voluntary agreement	Voluntary agreement	Voluntary agreement
Non-alcohol products identified with brand name	Partial restriction	Partial restriction	Partial restriction

⇒ Trend in pure alcohol consumption (liter per capita) age 15+ (from 1970 to 2006)
 (Source: WHO European health for all database)



⇒ Pure alcohol overall and average consumption from 2001 to 2009 (ltr. Alcohol)
 (source: Danish Brewer's Association, www. Dev-bryggeriforeningen.dk)

Year	2001 (ban on TV ad in place)	2002 (ban on TV ad in place)	2003 (ban on TV ad lifted)	2004 (ban on TV ad not in place)	2005 (ban on TV ad not in place)	2006 (ban on TV ad not in place)	2007 (ban on TV ad not in place)	2008(ban on TV ad not in place)	2009(ban on TV ad not in place)
Overall consumption (includes beer/wine/spirits/alcopops)	57	57	57	56	56	54	54	53	51
Average consumption	10,7	10,5	10,6	10,3	10,4	10,00	9,9	9,6	9,2
Average consumption 14+	13,0	13,0	13,1	12,7	12,8	12,1	12.0	11.6	11.1

3. Finland

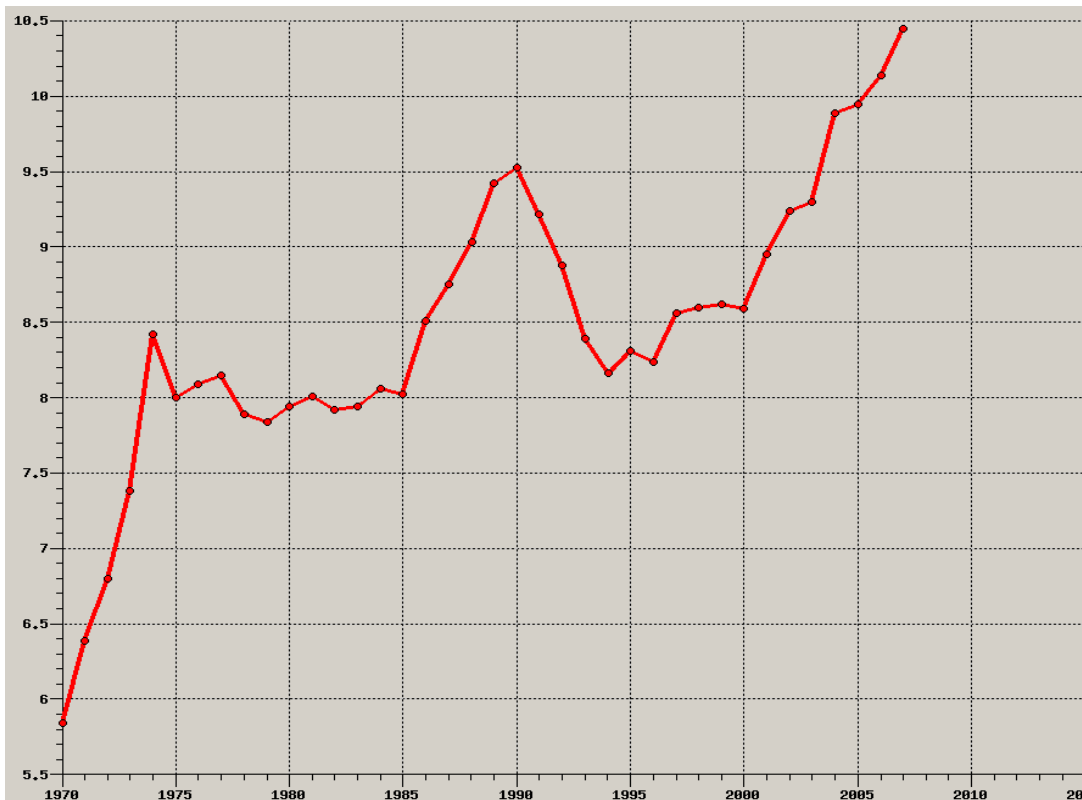
Although in recent years further restrictions have been applied to TV advertising for alcoholic beverages, alcohol consumption is constantly rising (beer consumption rose by + 8.9 from 2000 to 2009). Under the restrictions, only alcoholic beverages under 22% can be advertised and TV is the only media that has time based restrictions (watershed ban of 21h).

⇒ Restriction on advertising, sponsorship or brand identification of alcoholic beverages (source: egta alcohol database)

	Beer	Wine	Spirits
National TV	Partial restriction	Partial restriction	Complete restriction
Cable TV	Partial restriction	Partial restriction	Complete restriction
Satellite TV	n/a	n/a	n/a
National radio	Partial restriction	Partial restriction	Complete restriction
Internet	Partial restriction	Partial restriction	Complete restriction

Printed newspapers/magazines	Partial restriction	Partial restriction	Complete restriction
Billboards	Partial restriction	Partial restriction	Partial restriction
Point of sale	No restriction	Partial restriction	Partial restriction
Cinema	No restriction	No restriction	No restriction
Rented videos	Partial restriction	Partial restriction	Complete restriction
Product placement in TV shows and films	No restriction	No restriction	Complete restriction
Sponsored events identified with brand name	Partial restriction	Partial restriction	Complete restriction
Non-alcohol products identified with brand name	Partial restriction	Partial restriction	Complete restriction

⇒ Trend in pure alcohol consumption (litre per capita) age 15+ (from 1970 to 2007)
 (Source: WHO European health for all database)



⇒ Pure alcohol consumption (liter per capita) age 15+ from 1980 to 2005
 (Source: WHO European health for all database)

1970	1980	1990	2000	2001	2002	2003	2004	2005	2006	2007
5.84	7.94	9.53	8.59	8.95	9.24	9.3	9.89	9.95	10.14	10.45

⇒ Beer consumption per capita in Finland (litres)
 (source: Brewers of Europe 2010 report)

Country/Year	2000	2005	2009	%
Finland	78,4	90.6	87.7	+ 8.9

4. Germany

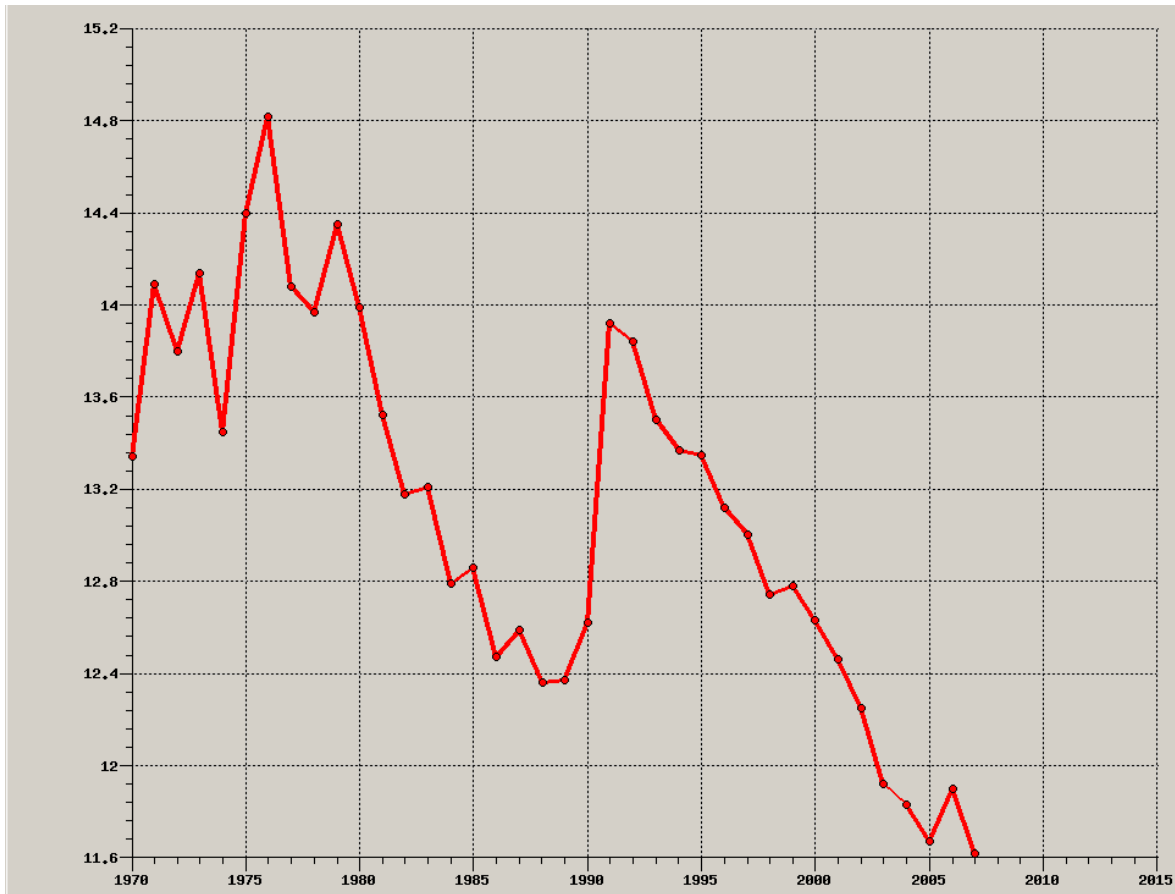
In Germany no binding restrictions exist for TV alcohol advertising, except for a general rule regarding the protection of minors (there is a voluntary code of conduct for alcoholic beverages in place from 1976). Alcohol consumption has been in decline for over a decade and continues on a downward trend. Even if the advertising expenditure for alcoholic beverages from 1990 to 2004 has increased from 100 to 147 on an index scale, the alcohol consumption fell in the same period from an index base of 100 to 83.

⇒ Restriction on advertising, sponsorship or brand identification of alcoholic beverages (source: Alcohol control database)

	Beer	Wine	Spirits
National TV	Voluntary agreement	Voluntary agreement	Voluntary agreement
Cable TV	Voluntary	Voluntary	Voluntary agreement

	agreement	agreement	
National radio	Voluntary agreement	Voluntary agreement	Voluntary agreement
Internet	Voluntary agreement	Voluntary agreement	Voluntary agreement
Printed newspapers/magazines	Voluntary agreement	Voluntary agreement	Voluntary agreement
Billboards	Voluntary agreement	Voluntary agreement	Voluntary agreement
Point of sale	Voluntary agreement	Voluntary agreement	Voluntary agreement
Cinema	Partial restriction	Partial restriction	Partial restriction
Rented videos	Voluntary agreement	Voluntary agreement	Voluntary agreement
Product placement in TV shows and films	No restriction	No restriction	No restriction
Sponsored events identified with brand name	Partial restriction	Partial restriction	Partial restriction

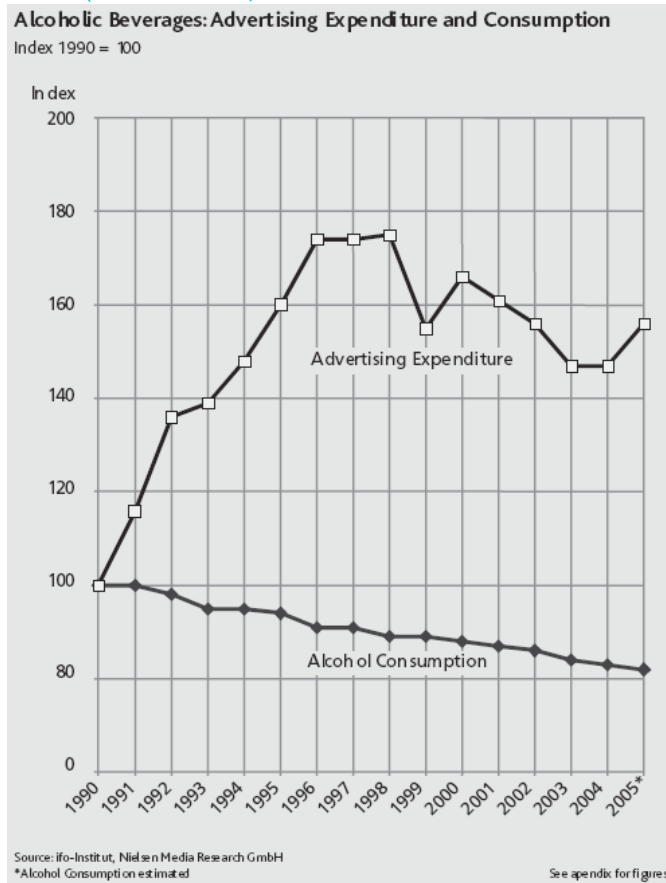
⇒ Trend in pure alcohol consumption (litre per capita) age 15+ (from 1970 to 2007)
(Source: WHO European health for all database)



⇒ Pure alcohol consumption (liter per capita) age 15+ from 1980 to 2007
 (Source: WHO European health for all database)

1970	1980	1990	2000	2001	2002	2003	2004	2005	2006	2007
13.34	13.99	12.62	12.63	12.46	12.25	11.92	11.83	11.67	11.9	11.62

⇒ Advertising expenditure for alcoholic beverages & alcohol consumption in Germany from 1990 to 2004
 (Info institute, Munich and Nielsen Media Research, Hamburg)



	Variation rate (index scale) from 1990 to 2004
Ad expenditure	100 > 147
Consumption	100 > 80

	1990	2004
Ad expenditure (million Euros)	358	526

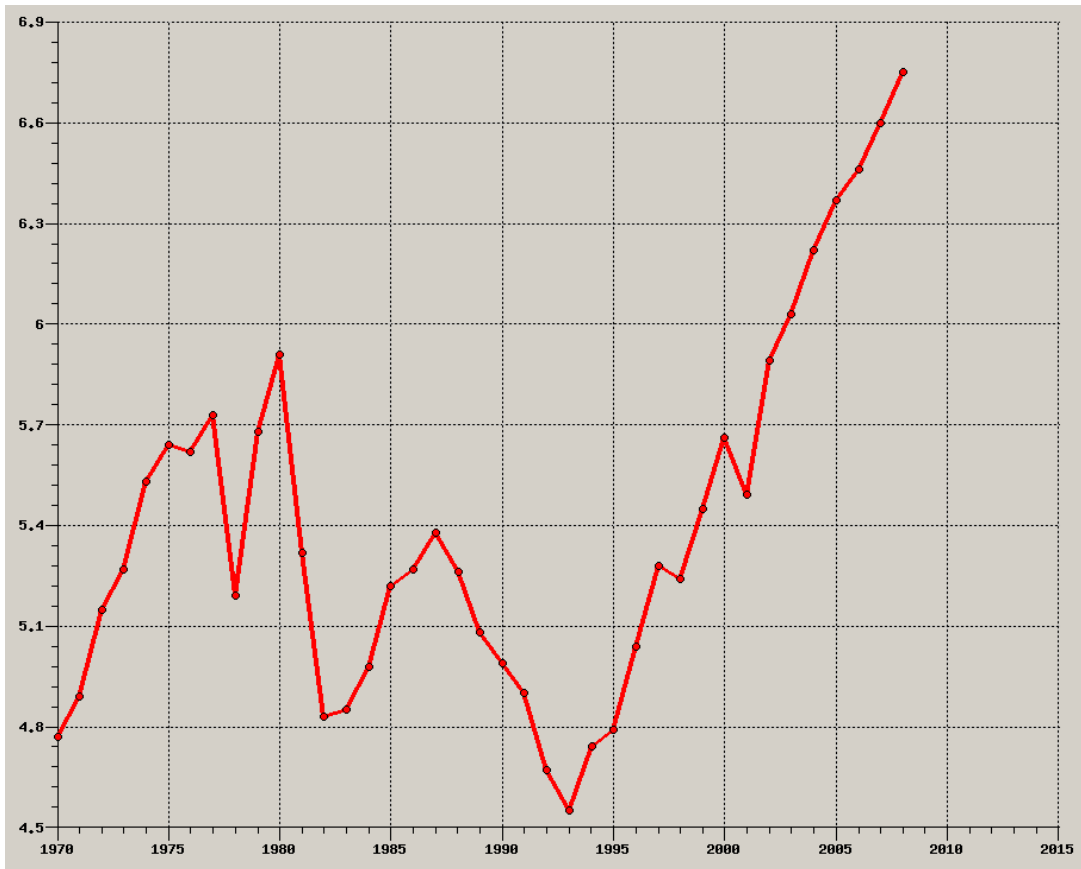
5. Norway

A total restriction on TV advertising to alcoholic beverages has been in place since 1972. According to the data from before and after the ban, per capita consumption has been rising at the same rate (see table pag.13). From 2000-2009 the trend has increased by 9.4%.

⇒ Restriction on advertising, sponsorship or brand identification of alcoholic beverages (source: egta alcohol database).

	Beer	Wine	Spirits
National TV	Complete restriction	Complete restriction	Complete restriction
Cable TV	Complete restriction	Complete restriction	Complete restriction
Satellite TV	No restriction	No restriction	No restriction
National radio	Complete restriction	Complete restriction	Complete restriction
Internet	Partial restriction	Partial restriction	Partial restriction
Printed newspapers/magazines	Complete restriction	Complete restriction	Complete restriction
Billboards	Complete restriction	Complete restriction	Complete restriction
Point of sale	Complete restriction	Complete restriction	Complete restriction
Cinema	Complete restriction	Complete restriction	Complete restriction
Rented videos	Complete restriction	Complete restriction	Complete restriction
Product placement in TV shows and films	Partial restriction	Partial restriction	Partial restriction
Sponsored events identified with brand name	Complete restriction	Complete restriction	Complete restriction
Non-alcohol products identified with brand name	Complete restriction	Complete restriction	Complete restriction

⇒ Trend in pure alcohol consumption (litre per capita) age 15+ (from 1970 to 2008)
(Source: WHO European health for all database)



⇒ Pure alcohol consumption (litre per capita) age 15+ in the two years previous and the two years after the ban on TV advertising
(Source: WHO European health for all database)

1970	1971	1972 ban in place	1973	1974
4.77	4.89	5.15	5.27	5.33

⇒ Pure alcohol consumption (litre per capita) age 15+ from 1980 to 2008
(Source: WHO European health for all database)

1970	1980	1990	2000	2001	2002	2003	2004	2005	2006	2007	2008
4.77	5.91	4.99	5.66	5.49	5.89	6.03	6.22	6.37	6.46	6.6	6.75

⇒ Beer consumption per capita in Norway (litres)
(source: Brewers of Europe, Beer statistics edition 2010)

Country/Year	2000	2005	2009	%
Norway	51,7	53,0	55,00	+ 9.4

Poland

Strict restrictions apply on alcohol advertising in Poland. Only beer is allowed to be advertised on all media under the Act of October 26th, 1982 on Upbringing in Sobriety and Counteracting Alcoholism. The last version of the Act of October 26th, 1982 on Upbringing in Sobriety and Counteracting Alcoholism from April 2005, allows beer producers to advertise their products on the TV channels only after 8 p.m. Despite the initial drop in consumption after the ban, numbers of pure alcohol consumption continue to rise.

⇒ Restriction on advertising, sponsorship or brand identification of alcoholic beverages (source: egta alcohol database)

	Beer	Wine	Spirits
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National TV	No restriction	Complete restriction	Complete restriction
Cable TV	No restriction	Complete restriction	Complete restriction
Satellite TV	No restriction	Complete restriction	Complete restriction
National radio	No restriction	Complete restriction	Complete restriction
Internet	No restriction	Complete restriction	Complete restriction
Printed newspapers/magazines	No restriction	Complete restriction	Complete restriction
Billboards	No restriction	Complete restriction	Complete restriction
Point of sale	No restriction	Complete restriction	Complete restriction
Cinema	No restriction	Complete restriction	Complete restriction
Rented videos	No restriction	Complete restriction	Complete restriction
Product placement in TV shows and films	Currently under review	Currently under review	Currently under review
Sponsored events identified with brand name	Partial restriction	Complete restriction	Complete restriction
Non-alcohol products identified with brand name	?	Complete restriction	Complete restriction

⇒ Pure alcohol consumption (litre per capita) age 15+ from 1970 to 2006
 (Source: WHO European health for all database)

1970	1980	1990	2000	2001	2002	2003	2004	2005	2006
7.64	11.49	8.26	8.27	7.71	8.23	9.33	9.84	9.47	10.43

⇒ Pure alcohol consumption (litre per capita) age 15+ from 1970 to 2006
(Source: WHO European health for all database)

