

APPENDIX II – COUNTRY PROFILES

AUSTRIA

Broadcaster/sales house participating in egta survey: ORF

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); Private TV Act (applying to commercial broadcasters)
- 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 advertising for 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 allowed

Product Placement (regulated by statutory law)

- Type of product: no product placement for products containing more than 15% of alcohol
- Type of programme: all product placement is prohibited in children's programmes

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

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

Push content audiovisual services

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

Pull content audiovisual services

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

Internet advertising

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

BELGIUM - WALLONIA

Broadcaster/sales house participating in the survey: RMB, RTBF

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 of 27 February 2003
- 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 JEP); 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% 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

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

Sponsorship

- Type of product: no advertising for products containing more than 20% of alcohol (only applicable to public broadcaster)
- Type of programme: no sponsorship of children's programmes
- The mention of alcoholic beverages' brands in sponsorship credits is allowed (but product visibility is prohibited for all products)

Product Placement is currently not allowed in Belgium (Wallonia)

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

Type of provision	Origin of restriction
Provisions concerning the protection of minors	CO/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	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 encourage immoderate consumption of alcohol 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

Advertising on new audiovisual platform is not subject to the above-mentioned regulation (*ad hoc* rules are expected to be established once the new Audiovisual Media Service directive is transposed into national law).

BELGIUM - FLANDERS

Broadcast/sales house participating in the survey: Vlaamse Media Maatschappu NV

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 place¹

- Regional law: legislation on commercial practices and consumer protection; regional broadcast decree
- 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 JEP²)

Restrictions applying to TV advertising

- Amount of alcohol: restrictions are applicable to products which contain more than 1.2% of alcohol
- Scheduling: no alcohol advertising during and immediately 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)

¹ In addition VMM TV has the policy not to broadcast alcoholic beverage spots after a PM watershed

² Jury d'Ethique Publicitaire

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

- Type of programme: no sponsorship of children's programmes (draft new media law awaiting for adoption prohibits sponsorship of news and current affairs programmes)
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is forbidden (this provision may be amended following the adoption of the new media law transposing AMS directive)

Product placement

At the time of the drafting of this compendium product placement was not allowed in Belgium (Flanders). However the draft new media law, which is expected to be adopted on March 2009, envisages the legalisation of product placement in light entertainment programmes, sport programmes, cinematographic works, TV films and series (prohibited in children's programmes). No specific restrictions on product placement of alcoholic beverages are likely to be envisaged.

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

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
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

Push content audiovisual services

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

Pull content audiovisual services

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

BULGARIA

Broadcast/sales house participating in the survey: Balkan News Corporation EAD

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
- Industry code of conduct: code of ethic on advertisement for alcohol beverages (signed jointly by association of commercial broadcasters and association of advertising agencies)

Restrictions applying to TV advertising

- Type of product: no direct advertising³ of alcoholic beverages containing more than 15% of alcohol (spirits)
- Time of programming: no indirect advertising⁴ of spirits from 6am to 10pm
- Scheduling: no alcohol advertising during children's programmes

³ Direct advertising: commercial message which uses the beverage itself or activities connected with its consumption, production and distribution

⁴ Indirect advertising: commercial message which use the name or brand of the alcoholic beverage (also on products and goods, which are not alcoholic beverages)

3. Restriction applying to other forms of commercial communications

Teleshopping (regulated by statutory law)

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

Sponsorship (regulated by statutory law)

- Sponsorship by alcoholic beverages brands is permitted regardless the type of product/amount of alcohol
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement is currently not allowed in Bulgaria

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

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	
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 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 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 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	

5. Advertising on new audiovisual platforms

Push content audiovisual services

- Same restrictions and standards applying to TV advertising
- Not covered by the national self-regulatory organisation

Pull content audiovisual services

- Same restrictions and standards applying to TV advertising
- Not covered by the national self-regulatory organisation

Internet advertising

- Same restrictions and standards applying to TV advertising
- Not covered by the national self-regulatory organisation

DENMARK

Broadcast/sales house participating in the survey: TV 2|DANMARK A/S

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; Marketing Practices Act
- Self-regulatory code of conduct: code of practice for marketing alcoholic beverages (implementation monitored by the Alcohol Advertising Board⁵)

Restrictions applying to TV advertising

- Scheduling: no alcohol advertising around and during children's programmes and during sport 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)

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

Sponsorship (regulated by statutory law)

- Type of product: restrictions based on the amount 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 is currently not allowed in Denmark

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

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

⁵ <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 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>	
<p>Not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking</p>	SR
<p>Provisions concerning drink and its purchase</p>	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 suggest an inappropriate consumption of alcoholic beverages by showing an amount of alcohol consumed</p>	
<p>Provisions related to work</p>	Law
<p>Not make a positive link between the consumption of alcoholic beverages and good performance at work</p> <p>Not showing consumption of alcoholic drinks in a working environment unless it is clearly established that the working day has ended</p>	

5. Advertising on new audiovisual platforms

Push content audiovisual services

- Same restrictions and standards applying to TV advertising (except the Executive Order concerning television advertising)
- Covered by the national self-regulatory organisation

Pull content audiovisual services

- Same restrictions and standards applying to TV advertising (except the Executive Order concerning television advertising)
- Covered by the national self-regulatory organisation

Internet advertising

- Same restrictions and standards applying to TV advertising
- Not covered by the national self-regulatory organisation

FINLAND

Broadcast/sales house participating in the survey: MTV Media, 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
- Individual company code of conduct

Restrictions applying to TV advertising (statutory law)

- Amount of alcohol: no advertising for products containing more than 22% of alcohol
- Time restrictions: no advertising before 9pm
- Scheduling: no alcohol advertising during and immediately before/after children's programmes (e.g. MTV Media's code of conduct)

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

Sponsorship (regulated by statutory law)

- Type of product: no sponsorship from 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

Product placement (regulated by statutory law)

- Type of product: not allowed for products containing more than 22% of alcohol
- Type of programme: not allowed for children’s programmes; allowed for light entertainment programmes, series and serials and 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
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	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	
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 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

Push content audiovisual services

- Same restrictions and standards applying to TV advertising
- Not covered by the national self-regulatory organisation

Pull content audiovisual services

- Same restrictions and standards applying to TV advertising except for the 9pm watershed ban
- Not covered by the national self-regulatory organisation

Internet advertising

- Same restrictions and standards applying to TV advertising
- Not covered by the national self-regulatory organisation

FRANCE

Broadcast/sales house participating in the survey: TF1 Publicité

1. Availability of media for the advertising of alcoholic beverages

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

2. TV advertising

Applicable rules in place

- National Law: Public Health Code (code de la Santé publique); Recommendation of the CSA⁶ concerning the featuring of tobacco, drugs and alcohol on TV⁷
- Self-regulatory code of conduct: the Recommendation on alcohol (implementation monitored by ARPP⁸) 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 (push and pull content audiovisual services and internet advertising) are subject to the same prohibition applied to television. A draft law which authorises advertising for

⁶ Conseil Supérieur de l'Audiovisuel

⁷ http://www.csa.fr/infos/textes/textes_detail.php?id=126871

⁸ Autorité de Régulation Professionnelle de la Publicité, <http://www.arpp-pub.org/l-ARPP.html>

alcoholic beverages on the Internet was under discussion at the time of the compilation of this compendium

GERMANY

Broadcasting/sales house participating in the survey: IP Deutschland

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: Fair Trading Act; Broadcasting Treaty; 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 Council⁹)
- 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

⁹ Deutscher Werberat

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

- Sponsorship by alcoholic beverages brands is permitted regardless the type of product/amount of alcohol
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement is currently not allowed in Germany

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

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 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	
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 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 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 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	
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	

5. Advertising on new audiovisual platforms

Push content audiovisual services

- Same restrictions applying to TV advertising (Code of Conduct on Commercial Communication for Alcoholic Beverages)
- Covered by the national self-regulatory organisation

Pull content audiovisual services

- Same restrictions applying to TV advertising (Code of Conduct on Commercial Communication for Alcoholic Beverages)
- Covered by the national self-regulatory organisation

Internet advertising

- Same restrictions applying to TV advertising (Code of Conduct on Commercial Communication for Alcoholic Beverages)
- Covered by the national self-regulatory organisation

HUNGARY

Broadcast/sales house participating in the survey: TV2 Hungary – ProSiebenSat1 Group

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
- 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

- Type of product: no advertising for spirits during prime time on private broadcasters; total ban on spirits advertising on public broadcasters
- 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

Sponsorship (regulated by statutory law)

- Sponsorship by alcoholic beverages brands is permitted regardless the type of product/amount 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 is currently not allowed in Hungary

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

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	
Provisions concerning the protection of minors	SR
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	
Provisions concerning health issues	SR
Not be addressed specifically to pregnant women 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	
Provisions concerning safety and sports issues	SR

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 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	
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

Internet advertising

- Same 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

Broadcast/sales house participating in the survey: RTÉ (Radio Teilifis Eireann)

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
- 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 spirits, i.e. alcohol with volume in excess of 25%, and advertising for spirit based ready-to-drink products (alcopops) are prohibited on broadcast media
- Time restrictions: no alcohol advertising from 6am to 10am
- 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 (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 (regulated by agreement within the industry and the government)

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

Sponsorship (regulated by agreement within the industry and the government)

- Type of product: no teleshopping for spirits and alcopops
- Amount of alcohol: no teleshopping for alcohol beverages with volume in excess of 25%
- Type of programme: no sponsorship of children's programmes, sport programmes, news/current affairs programmes and religious programmes
- Product visibility/explicit mention of alcoholic beverages in sponsorship credits is allowed

Product Placement is currently not allowed in Ireland

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

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	
Provisions concerning the protection of minors	TVWF
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

Push content audiovisual services

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

Pull content audiovisual services

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

Internet advertising

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

ITALY

Broadcast/sales house participating in the survey: Mediaset spa - 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: 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 organisation¹⁰)
- 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 alcohol advertising during children's programmes and 15 minutes before and after

3. Restriction applying to other forms of commercial communications

Teleshopping (regulated by statutory law)

- Amount of alcohol: no teleshopping for products with more than 21% of alcohol

Sponsorship (regulated by statutory law)

- Amount of alcohol: no sponsorship by products with more than 21% of alcohol
- Type of programme: no sponsorship of children's programmes
- Product visibility in sponsorship credits is not allowed

Product Placement is currently not allowed in Italy

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

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

¹⁰ Istituto dell' Autodisciplina Pubblicitaria, <http://www.iap.it/>

<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/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/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>	

5. Advertising on new audiovisual platforms

Push content audiovisual services

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

Pull content audiovisual services

- Same restrictions applying to TV advertising (according to the individual company code of conduct)
- Covered by the national self-regulatory organisation

Internet advertising

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

LITHUANIA

Broadcast/sales house participating in the survey: Lithuanian Radio & Television

1. Availability of media for the advertising of alcoholic beverages

Media	General availability for alcohol advertising
Television	No (ban from 6am to 11pm)
Radio	No (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 currently not allowed in Lithuania

5. Advertising on new audiovisual platforms

Push content audiovisual services

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

Pull content audiovisual services

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

Internet advertising

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

LUXEMBOURG

Broadcast/sales house participating in the survey: RTL Group, CLT-UFA companies. Channels: RTL Télé Lëtzebuerg, RTL-TVI, Club-RTL, Plug RTL, RTL4, RTL5, RTL7, RTL8 and their sales houses. IP Network

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: 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
- 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

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

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

In accordance with TVWF rules, there is, at present, no explicit authorization or prohibition of product placement in Luxembourg

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

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	TVWF/Law

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	
May not associate sports and alcoholic beverages	SR
Provisions concerning society issues	TVWF/Law
May not create the impression that alcohol consumption contributes towards social or sexual success May not suggest that refusal of alcohol consumption is a sign of weakness and present abstinence or moderation in a negative light May not encourage immoderate consumption of alcohol May not suggest that drinking is an essential attribute of masculinity, nor use treatments featuring daring, toughness or bravado in association with drinking May not show situations with aggressive or antisocial behaviour May not suggest that alcohol is a stimulant, a sedative or a means of resolving conflicts May not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems May not suggest that the successful outcome of a social occasion is dependent on the consumption of alcohol	
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

- **Push content audiovisual services:** same restrictions and standards applying to TV advertising (mainly the advertising code of conduct)
- **On demand services/pull content audiovisual services:** in line with new AMS directive, not subject to same restrictions applying to TV advertising
- **Internet advertising:** in line with new AMS directive, not subject to same restrictions applying to TV advertising

NETHERLANDS

Broadcast/sales house participating in the survey: Ster

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 (see restrictions listed at point 2)
Newspaper	Yes
Magazines	Yes
Outdoor	Yes
Cinema	Yes
Internet	Yes

2. TV advertising

At the time of the drafting of this compendium, a new media law transposition of the AMS directive has been adopted (in force from 1 January 2009). It establishes a ban on TV and radio advertising for alcoholic beverages from 6pm to 9pm. Please note that the following information is based on the state of play preceding the entering into force of the new media law (provisions related to alcohol advertising based on self-regulation)

Applicable rules in place

- 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)

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

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

POLAND

Broadcast/sales house participating in the survey: TVN S.A., Warsaw

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 products: advertising is allowed only for beer containing not more than 7% of alcohol
- 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 containing not more than 7% of alcohol

Sponsorship (regulated by statutory law)

- Type of product: programmes can be sponsored only by brands of alcoholic beverages containing not more than 7% of alcohol

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

5. Advertising on new audiovisual platforms

Push content audiovisual services

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

Pull content audiovisual services

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

Internet advertising

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

- 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

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

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 Not show medical staff 	
Provisions concerning safety and sports issues	Law
<ul style="list-style-type: none"> 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

<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Not make a positive link between the consumption of alcoholic beverages and good performance at work 	
Other provisions	Law
<ul style="list-style-type: none"> 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

Push content audiovisual services

- Same restrictions and standards applying to TV advertising
- Not covered by the national self-regulatory organisation

Pull content audiovisual services

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

Internet advertising

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

PORTUGAL

Broadcast/sales house participating in the survey: TVI

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
- 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 (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 of alcoholic beverages is permitted regardless the type of product placed. It is banned within children programmes and in sports programmes where minors participate.

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

Type of provision	Origin of restriction
Provisions concerning the protection of minors	TVWF/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	TVWF/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	TVWF/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	TVWF/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	TVWF/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

Push content audiovisual services

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

Pull content audiovisual services

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

Internet advertising

- Same restrictions applying to TV advertising and exclusive rules set out by self-regulatory code
- Not covered by the national self-regulatory organisation

ROMANIA

Broadcast/sales house participating in the survey: Pro TV 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: 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 Council¹¹)
- 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

¹¹ <http://rac.ro/home.php>

- 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

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 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 (new audiovisual law of December 2008 transposing AMS directive)

- Type of product: no restriction concerning the type of alcoholic beverage
- Type of programme: product placement for alcoholic beverages is allowed in series and serials, TV films, sport programmes and light entertainment programmes. It is prohibited for children's programmes

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

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	

5. Advertising on new audiovisual platforms

Push content audiovisual services

- Not subject to same restrictions applying to TV advertising (only the provisions contained in the new audiovisual law transposing the AMS directive¹²)
- Not covered by the national self-regulatory organisation

Pull content audiovisual services

- Not subject to same restrictions applying to TV advertising (only the provisions contained in the new audiovisual law transposing the AMS directive)
- Not covered by the national self-regulatory organisation

Internet advertising

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

¹² "Audiovisual commercial communications for alcoholic beverages shall not encourage immoderate consumption of such beverages and shall not be aimed specifically at minors." - art.29 (4) of the new media law of December 2008

SLOVENIA

Broadcast/sales house participating in the survey: POP TV, Kanal A

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

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

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

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

¹³ Stricter rules may apply to public service broadcaster

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

Push content audiovisual services

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

Pull content audiovisual services

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

Internet advertising

- Mainly subject to same restrictions and standards applying to TV advertising
- Not covered by the national self-regulatory organisation

SPAIN

Broadcast/sales house participating in the survey: GESTEVISIÓN TELECINCO S.A.

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: law n. 25 of 12 July 1994 which implements the TVWF directive; 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: advertising for alcohol beverages with degree of alcohol in excess of 20°, is prohibited (statutory law)
- Time restrictions: no alcohol advertising before 9.30pm on public service broadcaster (royal decree); minors-protected time frame from 6am to 10pm (government-broadcasters agreement); no advertising for spirits and beers before 8.30 pm (federation of Spirits' code of conduct; brewers' advertising self-regulation code)

- 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)
- 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)

Sponsorship

- Type of products: sponsorship from brands of alcohol beverages with decree of alcohol in excess of 20° is prohibited (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 currently forbidden in Spain. However, it is tolerated in cases in which the broadcaster merely broadcast a foreign program which it has not produced and therefore over which it has no control

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

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

Internet advertising

- 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

Broadcast/sales house participating in the survey: TV4 AB

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 (1996) 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

Push content audiovisual services

Subject to same ban applying to TV advertising (according to the Swedish Radio and Television Act)

Pull content audiovisual services

Subject to same ban applying to TV advertising (according to the Swedish Alcohol Act)

Internet advertising

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

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

Broadcast/sales house participating in the survey: IP Multimedia (Schweiz) AG

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 decree 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 decree 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
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 explicit, but as a derivate of 4.1.1.) Not feature personalities likely to be a role model for children (not explicit but derivates from general rules). Not make a connection between the consumption of alcoholic beverages and maturity, or non-consumption and immaturity Not exploit a child's immaturity (not only for alcohol, general for any advertising) Not exploit the credulity of those who are mentally or socially vulnerable (not only for alcohol, general for any advertising).	
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

Telesales and teleshopping are forbidden

6. Advertising on new audiovisual platforms

Push content audiovisual services

- 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)

Pull content audiovisual services

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

UNITED KINGDOM

Broadcast/sales house participating in the survey: ITV PLC

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

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

- 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
- 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

All Product Placement is currently prohibited in the UK

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

Type of provision	Origin of restriction
Provisions concerning the protection of minors	Law/CO/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	
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
No-one may behave in an adolescent or juvenile way	

* Please note that in the UK co and self-regulation is informed by TVWF and UK Law (Communications Act 2003)

5. Advertising on new audiovisual platforms

Push content audiovisual services

- Currently subject to the CAP (Committee of Advertising Practice) non-Broadcast Code. But effectively subject to same restrictions as in broadcast – awaiting implementation of AVMS into UK Law and amended regulatory landscape
- Covered by the national self-regulatory organisation

Pull content audiovisual services

- Currently subject to the CAP (Committee of Advertising Practice) non-Broadcast Code – awaiting implementation of AVMS into UK Law and amended regulatory landscape
- Covered by the national self-regulatory organisation

Internet advertising

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