



Inventory Alcohol Marketing Regulations

With this form STAP, the Dutch Institute for Alcohol Policy, would like to ask you to fill out information regarding alcohol marketing regulations in your country.

First, we will ask you to give an overview of the different alcohol marketing regulations that exist in your country. Next, some general questions about time bans and the monitoring system in your country will follow. Finally, we will ask you to fill out more specific questions per regulation. We have included separate Regulation Forms for this part of the questionnaire. For each alcohol marketing regulation that exists, please fill out a separate Regulation Form (please let the number of the form correspond with the number in the table on page 1 of this questionnaire, where you summarized all existing regulations).

Thank you very much for participating and providing the data!

Organization:	Alcohol Action Ireland
Country:	Ireland
Date:	10.08.2009

1. Overview Alcohol Marketing Regulations

Below, please fill out all regulations on alcohol advertisement and alcohol sponsorship and promotion that exist in your country.

**With Coverage we would like to know which types of alcohol marketing are being covered by the regulation (e.g. cinema, digital media, event sponsoring, outdoor, print, promotional items, radio, tv, sport sponsoring, etc.)*

Alcohol Marketing Regulations Questionnaire

No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
1.		General Advertising Code of the Broadcasting Commission of Ireland	2007	http://www.bci.ie/codes/gen_advertising_code.html	<input checked="" type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely:
2.		Code of Standards for Advertising, Promotional and Direct Marketing in Ireland	2007 (6 th edition)	http://www.asai.ie/code.asp	<input type="checkbox"/> Statutory/ Legal <input checked="" type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input checked="" type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely:
3.		Alcohol Marketing, Communications and Sponsorship Codes of Practice	2008	http://www.dohc.ie/publications/alcohol_codes_practice.html	<input type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input checked="" type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely:
4.		MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks	2002	http://www.meas.ie/page.php?intPageID=314	<input type="checkbox"/> Statutory/ Legal <input checked="" type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input type="checkbox"/> Tv <input type="checkbox"/> Radio <input type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely:

2. Watersheds / Time bans

We would like to know more about time bans or watersheds in your country on alcohol marketing on TV, radio and in the cinema. Also if no alcohol advertising is allowed at all for this type of medium, please indicate.

Time ban on TV?		
1	Is there a watershed (time ban) for alcohol advertising on TV in your country?	<input checked="" type="checkbox"/> Yes, namely: 6am-10am <input type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	Alcohol Marketing, Communications and Sponsorship Codes of Practice
3	Is sponsorship of TV <i>programmes</i> during this watershed still permitted? (e.g. a movie or soap series sponsored by an alcohol producer)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4	Is sponsorship of <i>events</i> that are televised during this watershed still permitted? (e.g. a football match sponsored by an alcohol producer).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
5	Are Corporate Social Responsibility messages of an alcohol producer still permitted on TV during the watershed? (e.g. 'Drink Responsibly' campaigns).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Time ban on radio?		
6	Is there a watershed (time ban) for alcohol advertising on the radio in your country?	<input checked="" type="checkbox"/> Yes, namely: 6am - 10am <input type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	Alcohol Marketing, Communications and Sponsorship Codes of Practice
8	Is sponsorship of radio <i>programmes</i> during this watershed still permitted? (e.g. a radio program sponsored by an alcohol producer)	<input type="checkbox"/> Yes <input type="checkbox"/> No
9	Is sponsorship of <i>events</i> that are broadcast on the radio during this watershed still permitted? (e.g. a football match sponsored by an alcohol producer).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
10	Are Corporate Social Responsibility messages of an alcohol producer still permitted on the radio during the watershed? (e.g. 'Drink Responsibly' campaigns).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Time ban in the cinema?		
11	Is there a watershed or ban on alcohol advertising in the cinema in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to next part (3)
12	In which regulation is the cinema time ban embedded?	

3. Monitoring system

We would like to know more about organizations that monitor the adherence to alcohol marketing (regulations) in your country.

Please fill out in the table below as many organizations you know in your country that monitor whether (part of) the alcohol marketing regulations are being adhered to by the parties that the regulations concern (e.g. alcohol producers, broadcasters, etc).

We are interested in the monitoring of statutory as well as non-statutory regulations or co-regulation.

** In the final column you can indicate which types of data are used by the monitoring organization. Where do the data come from? You can select multiple options if necessary.*

Name organization	Which regulation is/are monitored?	Independent from commercial interests?	Official part of the regulation system?	Monitoring routinely/systematically ?	Includes marketing other than on TV, radio, print or outdoor?	Source data used:*
Alcohol Marketing Communications Monitoring Body	Alcohol Marketing, Communications and Sponsorship Codes of Practice	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:consultative panel
MEAS (social aspects organisation)	MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:don't know



Regulation Form No. 1

Organization:	Alcohol Action Ireland
Country:	Ireland
Date:	10.08.2009

Below, please indicate the name of Regulation No. 1 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 1:	General Advertising Code of the Broadcasting Commission of Ireland
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:
How many articles about alcohol advertising/ marketing does Regulation No. 1 contain?	1

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 1. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).

**The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)*	Type of restriction**	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 8. Rules pertaining to specific products and services</p> <p>8.1 Alcohol</p> <p>8.1.1 Commercial communications for alcoholic drinks shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light.</p> <p>8.1.2 Commercial communications for alcoholic drinks shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative, tranquilizer or a means of resolving personal conflicts.</p> <p>8.1.3 Commercial communications for alcoholic drinks shall not place emphasis on high alcohol content as being a positive quality of the beverages.</p> <p>8.1.4 Commercial communications for alcoholic drinks shall not create the impression that consumption of such beverages contributes towards sexual attraction and success or social success.</p> <p>8.1.5 Commercial communications for alcoholic drinks shall not link the consumption of alcohol to enhanced physical performance or to driving.</p> <p>8.1.6 Commercial communications for drinks which contain alcohol content of 25% AbV and above are not permitted e.g. vodka, whiskey, tequila, rum, gin, brandy, etc.</p> <p>8.1.7 Commercial communications for alcoholic drinks shall not be aimed specifically at children or, in particular, depict children consuming these beverages.</p> <p>8.1.8 Commercial communications for alcoholic drinks shall not encourage children or other non-drinkers to begin drinking – it shall be cast towards brand selling and identification only.</p> <p>8.1.9 Broadcasters shall ensure that commercial communications for alcoholic drinks are not transmitted in or around programmes primarily intended for children and shall take account of the age profile of the viewers and/or listeners to ensure they are communicated, so far as it is possible, to adults.</p> <p>8.1.10 Commercial communications for Ready-to-Drink Products (RTDs) such as alcopops, and products of a similar nature, are not permitted.</p> <p>8.1.11 All commercial communications for alcoholic drinks shall comply with the relevant voluntary codes of practice for alcohol radio and television advertising and sponsorship recognised by the Department of Health and Children.</p> <p>English translation:</p>

Alcohol Marketing Regulations Questionnaire

Next, we have some general questions about Regulation No. 1.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input checked="" type="checkbox"/> Yes, namely: all except tv and radio <input type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input checked="" type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input checked="" type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast / published.*

How publicly available?

4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
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Alcohol Marketing Regulations Questionnaire

5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: General Advertising Code of the Broadcasting Commission of Ireland <input type="checkbox"/> Other, namely:
6	Are the decisions of the 'evaluating committee' publicly available? *	<input checked="" type="checkbox"/> Yes, see www.bai.ie <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input checked="" type="checkbox"/> Yes, see www.bai.ie <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
Pre-screening procedure		
8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input checked="" type="checkbox"/> Yes, but only available for the following media: not by regulator - voluntary industry process in place via CCCI and broadcasters also clear <input type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: See CCCI <input type="checkbox"/> Other, namely:

Complaint system		
11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Broadcasting Association of Ireland Compliance Committee English translation:
13	What is the composition of the 'evaluating committee'?	The Compliance Committee comprises eight members, four of whom are appointed by the Government, with the remaining four being appointed by the Authority, two of whom are Authority members, and two of whom are to be members of staff of the BAI.
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Committee appointed by: Minister for Communications
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input checked="" type="checkbox"/> Other, namely: not specifically

16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input checked="" type="checkbox"/> Restriction broadcasting rights <input type="checkbox"/> Financial penalty between and euro <input checked="" type="checkbox"/> Other, namely: Breach of broadcast contract, requirement to broadcast decision of BAI Compliance Committee, restriction on carriage of commercial communications in the case of repeated breaches of regulations, suspension or termination of contract for gross and repeated breaches of contract , legislative provision for financial fines but process not currently in place
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Regulation Form No. 2

Organization:	Alcohol Action Ireland
Country:	Ireland
Date:	10.08.2009

Below, please indicate the name of Regulation No. 2 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 2:	Code of Standards for Advertising, Promotional and Direct Marketing in Ireland
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:
How many articles about alcohol advertising/ marketing does Regulation No. 2 contain?	

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 2. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).

**The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)*	Type of restriction**	Text article
7	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 7. Alcoholic Drinks</p> <p>7.1 Marketing communications for alcoholic drinks (i.e. those that exceed 1.2% alcohol by volume) should be socially responsible and should not exploit the young or the immature. They should neither encourage excessive drinking nor present abstinence or moderation in a negative way.</p> <p>7.2 Marketing communications which depict or refer to alcohol may be considered under the rules of this Section, whether or not alcohol is the main product being marketed.</p> <p>7.3 Advertisers should be aware that there are other requirements that alcohol marketing communications must comply with and their attention is drawn to the list under Other Requirements at 7.9.</p> <p>Social Dimension</p> <p>7.4 Marketing communications may refer to the social dimension or refreshing attributes of a drink, but</p> <p>(a) should not imply that alcohol can improve physical performance or personal qualities or capabilities;</p> <p>(b) should not imply that the presence or consumption of alcohol can contribute to social, sporting or business success or distinction or that those who do not drink are less likely to be acceptable or successful than those who do;</p> <p>(c) should not suggest, by word or allusion that the presence or consumption of alcohol can contribute towards sexual success or make the drinker more attractive. Advertisers should take account of public sensitivities regarding coarseness and sexual innuendo in marketing communications for alcohol;</p> <p>ASAI 47</p> <p>(d) should not portray drinking alcohol as a challenge nor should it be suggested that those who drink are brave, daring or tough;</p> <p>(e) should not link in any way the presence or consumption of alcohol to aggressive or anti-social behaviour.</p> <p>7.5 Marketing communications should not suggest that a product can mask the effects of alcohol in tests on drivers; marketing communications for breath-testing devices should include a prominent warning on the dangers of drinking and driving.</p> <p>Children</p> <p>7.6 Marketing communications should not be directed at children or in any way encourage them to start drinking. Accordingly:</p> <p>(a) Anyone depicted in an alcohol marketing communication should be aged over 25 and should appear to be over 25.</p> <p>(b) Aspects of youth culture and treatments that are likely to appeal to children should not be used. Treatments should not portray adolescent, juvenile, childish or immature behaviour.</p> <p>(c) Marketing communications should not feature personalities or characters (real or fictitious) that would have a particular appeal to children in a way that would encourage them to drink.</p> <p>(d) Alcohol marketing communications should not be placed in media primarily intended for children. Advertisers should take account of the age profile so that marketing communications are communicated, so far as is possible, to adults. In this context the Authority will take account of the voluntary codes ASAI 48 Alcoholic Drinks agreed by the Department of Health and Children, the drinks industry and the media as detailed under Other Requirements at 7.9.</p> <p>Health and Safety</p> <p>7.7 In the interests of health and safety:</p> <p>(a) Marketing communications should not show, imply or encourage immoderate or irresponsible drinking or regular solitary drinking. This applies to the amount of drink, the numbers drinking or the way drinking is portrayed. The buying of a large round of drinks should not be depicted or implied.</p> <p>(b) Marketing communications for alcohol should not portray drinking games or sessions or show or imply pub or club crawls.</p> <p>(c) Abstinence or moderation should not be presented in a negative light.</p> <p>(d) Marketing communications may not suggest, or commend, or make fun of over-indulgence or its after-effects.</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
7.7	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (e) Marketing communications should not claim that alcohol has therapeutic qualities or that it is a stimulant, a mood-changer or a sedative, or that it is a means of boosting confidence or resolving personal conflict.</p> <p>(f) Advertisers should ensure that low-alcohol drinks (i.e. those that contain 2.8% alcohol by volume or less) are not promoted in a way that encourages inappropriate consumption.</p> <p>(g) Marketing communications should not depict any association with activities or locations where drinking alcohol would be unsafe, unwise or unacceptable. In particular, marketing communications should not associate the consumption of alcohol with operating machinery, driving, any activity relating to water or heights, or any other occupation that requires concentration in order to be done safely.</p> <p>(h) With the exception of drinks below 2.8% alcohol by volume, which are subject to the provisions of 7.7(f) above, factual information can be given about the alcoholic strength of a particular drink but it should not be the principal theme of any marketing communication. Drinks should not be promoted as being more intoxicating or presented as preferable because of their higher alcohol content.</p> <p>7.8 Sales promotions involving alcohol that require multiple purchases should take care not to promote excessive consumption.</p> <p>Other Requirements</p> <p>7.9 Attention is drawn to a number of other requirements, in addition to those in this Code, which apply to the marketing of alcohol in Ireland:</p> <ul style="list-style-type: none"> • All campaigns by drinks manufacturers solely or mainly for alcohol carried in Irish media must carry Central Copy Clearance Ireland approval. • The voluntary codes agreed between the Department of Health and Children, the drinks industry and the media in relation to television, radio, cinema and outdoor/ambient media. • Codes of standards, practices and prohibitions in advertising, sponsorship, and other forms of commercial promotion in broadcasting service, regulated by the Broadcasting Commission of Ireland. • Code for Sponsorships by Alcohol Drinks Companies. • Intoxicating Liquor Acts, 1998 - 2003. <p>English translation:</p>

Next, we have some general questions about Regulation No. 2.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input type="checkbox"/> No <input checked="" type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input checked="" type="checkbox"/> Yes, namely: point of sale display, packages, wrappers, labels, website content other than sales promotions and marketing communications in paid-for space, sponsorship <input type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input checked="" type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast/published.*

How publicly available?

4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
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Alcohol Marketing Regulations Questionnaire

5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input checked="" type="checkbox"/> Yes, see www.asai.ie/complaints.asp <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www.asai.ie . <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www.asai.ie . <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: Code of Standards for Advertising, Promotional and Direct Marketing in Ireland <input type="checkbox"/> Other, namely:

Pre-screening procedure

8	Is there a pre-screening procedure for the ads available? **	<input checked="" type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:



Regulation Form No. 3

Organization:	Alcohol Action Ireland
Country:	Ireland
Date:	10.08.2009

Below, please indicate the name of Regulation No. 3 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 3:	Alcohol Marketing, Communications and Sponsorship Codes of Practice
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 3 contain?	This regulation is aimed exclusively at alcohol marketing, so all articles are about alcohol advertising/marketing.

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 3. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

** To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).*

***The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).*

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Article (paragraph)*	Type of restriction**	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: The Alcohol Beverage Federation of Ireland (ABFI) together with the Drinks Industry Group of Ireland (DIGI), the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and all Television Broadcasters based in the Republic of Ireland accepting advertising aimed at the Irish marketplace, undertake to operate a policy as detailed below.</p> <ol style="list-style-type: none"> 1. Advertising for alcohol will only be booked by an alcoholic drinks advertiser or its agency or placed by the Broadcasters in any programming with an adult audience profile of 75% or greater. 2. Where alcohol advertising is permissible under audience profiling a maximum of 25% of sold advertising time and only one in four advertisements for alcohol products is permissible across the broadcast day excluding the period from 6 a.m. to 10 a.m. Additionally no more than two advertisements for alcohol products can appear in any commercial break. The full provisions of this clause are specifically intended to apply to the peak viewing periods from 6pm to 11.30pm. 3. No alcohol advertising will be placed in any programme specifically aimed at children/ young people. Each broadcaster will designate such programmes per schedule and supply the list to the Broadcasting Commission of Ireland. 4. Family 'breakfast' TV time (6am -10am) will be treated as children's viewing time and will not carry any alcohol advertising. 5. No alcohol sponsorship of sports programming will be allowed including any sports bulletins. 6. No solus/whistle breaks advertising spots for alcohol brands will be allowed during sports broadcasting. 7. Each Broadcaster will produce and provide promptly to the Alcohol Marketing Communications Monitoring Body (AMCMB) a profile of it's audience. <ol style="list-style-type: none"> (i) The profile will be for each channel broadcast. (ii) It will be based on individuals up to eighteen years of age and those over eighteen years of age. (iii) The audience profile of a programme will be evaluated on the average data covering three monthly fixed quarters in arrears. The quarters will be as per the annual calendar i.e. January to end March, April to end June etc. <p>English translation:</p>

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (iv) Data will be available from 10am to 10pm daily. The time segments will be half hourly e.g. 7.00pm to 7.29pm and 7.30pm to 7.59pm. The accepted principle is that the advertising break at the end of the programme is associated with that programme, as are any internal breaks. Notwithstanding the above, advertising breaks going into the programme should also be excluded for alcohol advertising where the audience profile indicates the programme would not have required 75% or greater adult audience.</p> <p>(v) Broadcasters will examine the historic quarterly data on a regular basis. They will also pay special attention, going forward, to programmes where the historic profile may change due to events such as specific story lines, school holidays, mid-term breaks which may result in the programme attracting a younger audience profile for a short period.</p> <p>(vi) When new programmes are introduced to the schedule the profile previously achieved for that time block will be used to ascertain the audience profile. Once the new programme has had four transmissions the profile will be re-examined and subsequently used to decide on the suitability for alcohol advertising.</p> <p>8. Every TV Broadcaster regulated in the Republic of Ireland will enforce a Code of Conduct for their presenters ensuring that speech content that glamorises or encourages over-consumption or misuse of alcohol is prevented.</p> <p>9. TV Broadcasters will co-operate and comply with other broader elements of the industry agreements including the Copy Clearance process and the AMCMB.</p> <p>10. It is the intention of members of DIGI and ABFI to ensure that the principles of this television code are extended, as far as is possible, to the opt-out TV channels, accepting alcohol advertising, aimed specifically at a Republic of Ireland audience.</p> <p>English translation:</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: RADIO</p> <p>The Alcohol Beverage Federation of Ireland, together with the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and all Radio Broadcasters based in the Republic of Ireland accepting advertising aimed at the Irish marketplace, undertake to operate a policy as detailed below.</p> <ol style="list-style-type: none"> 1. Alcohol advertising will only be allowed during programmes with an adult audience profile of 75% or greater. These programmes will be identified through the Joint National Listenership Research (JNLR) on a station by station basis or other sources agreed with the Alcohol Marketing Communications Monitoring Body (AMCMB). 2. Where alcohol advertising is permissible according to the audience profiling a weighting ceiling will apply whereby alcohol advertising will be limited to no more than 25% and only one in four advertisements for alcohol products across the broadcast day excluding the period from 6 a.m. to 10 a.m. Additionally no more than two advertisements for alcohol products can appear in any commercial break. The full provisions of this clause are specifically intended to apply to the peak listening periods from 10am to 2pm. 3. No alcohol advertising will take place during any programme aimed specifically at young people. Broadcasters will designate young peoples programmes per schedule. 4. Family ' breakfast' radio time (6am -10am) will be treated as children's listening time and will not carry any alcohol advertising. 5. No alcohol sponsorship of sports programming will be allowed including any sports bulletins. 6. After the publication of the JNLR, on a twice yearly basis, each station will submit a list of programmes to the Broadcasting Commission of Ireland (BCI) that will not carry alcohol advertising. The BCI will independently validate the list. 7. The BCI will include alcohol advertising on the schedule of criteria that are assessed in the course of its independent random sampling of each stations output. 8. Any breach of the alcohol advertising Code will be immediately notified to the AMCMB and the station involved. 9. A Code of Conduct for presenters whereby speech content that glamorises or encourages over consumption or misuse of alcohol will be enforced by the Independent Broadcasters of Ireland (IBI), RTE and the BCI Radio Stations. Training programmes will be put in place to ensure that their presenters fully comply with the Code and they agree to comply with the appropriate monitoring mechanism. 10. All radio stations based in the Republic of Ireland will co-operate and comply with the other broader elements of the industry agreements including the Copy Clearance process and the AMCMB.

Article (paragraph)	Type of restriction	Text article
	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: CINEMA</p> <p>The Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and the Cinema Industry based in the Republic of Ireland accepting advertising aimed at the Irish marketplace, undertake to operate a policy as detailed below.</p> <ol style="list-style-type: none"> 1. The Cinema Industry will not accept alcohol advertising from strength alcohol brands i.e. brands with ABV > 25% or their Ready To Drink variants. 2. Alcohol advertising will only be shown with films targeting an adult audience and where it is deemed that the attendances will have an adult audience profile of 75% or greater. Each film's suitability to exhibit alcohol advertisements is based on comparative film profiles drawn from the Republic of Ireland Film Monitor which is part of the Cinema Audience Industry Research. This is a quarterly monitor with a sample of 1,000 adults and a booster of 200 children nationally weighted within the Republic of Ireland. It is conducted independently by Irish Marketing Surveys Ltd. The results of this research consistently indicate that the certificate of a film does not always indicate the target audience of the film. 3. Where alcohol advertising is permissible under audience profiling, advertising from all alcohol brands should account for no more than 25% of total advertising minutage sold per screening. 4. No alcohol advertisements will be shown outside of the main advertising reel. 5. Every commercial exhibited on Cinema screens must be processed through the Cinema Advertising Association (CAA). The CAA is an independent committee of appointed experts. 6. The CAA strictly abides by the Code of the Advertising Standards Authority for Ireland. 7. The Irish Film Censor's Office advises the Cinema Industry on their judgement of the target audiences of films. 8. The Cinema Industry will co-operate and comply with the other broader elements of the industry agreement including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body. <p>English translation:</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: OUTDOOR MEDIA</p> <p>The Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and the Outdoor Media Association based in the Republic of Ireland accepting advertising aimed at the Irish marketplace, undertake to operate a policy as detailed below.</p> <ol style="list-style-type: none"> 1. Notwithstanding the provisions allowable for particular formats listed below, at all times a maximum of 25% of total inventory, by format, will apply to alcohol advertising per cycle per media owner. 2. The Outdoor Media Association (OMA) will not place advertising for any alcoholic drinks within 100 metres of a primary or secondary school entrance. This restriction will also apply to specifically designated Youth Clubs, Scouting and Girl Guide premises. A list of such locations and venues will be drawn up by the Department of Health and Children and agreed with the Outdoor Media Association. 3. No bus shelter wrap rounds for alcohol advertising will be allowed. A maximum of one display of alcohol advertising shall be visible at the same time on a bus shelter from any one viewpoint. 4. No wrap rounds on individual buses. No full side or full rear displays of alcohol advertising allowed to be carried on the exterior of any bus. A maximum of 25% of the aggregate bus exterior panels will carry alcohol advertising limited to one format only i.e. T-Sides. A maximum of one in four bus interior panels will display alcohol advertising. 5. No train or light rail wrap rounds will be allowed. A maximum of one in three train/light rail exterior panels will display alcohol advertising. A maximum of one in four train/ light rail interior panels will display alcohol advertising. No full side or full rear displays of alcohol advertising are allowed to be carried on the exterior of any train/light rail. 6. No wrap rounds allowed on taxis. Only one display of alcohol advertising is allowed to be carried on the exterior of any taxi. 7. Advertising of any alcoholic drink brand in a bus or train station or on the interior of any bus, train or taxi will be within the maximum weighting of 25% of the overall advertising space available. 8. A maximum of one advertising display on a Prismatic/Scrolling unit will display alcohol advertising. 9. A maximum of one advertising display in any group of hoardings will display alcohol advertising. 10. There will be no Mesh Building Banners for alcohol advertising. 11. No additional large permanent advertisements on buildings, bridges etc. [excluding licensed premises] will be erected. 12. There will be no alcohol advertising on designated school buses. 13. The Outdoor Media Association will co-operate and comply with the other broader elements of the industry agreements including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: PRINT MEDIA</p> <p>A comprehensive code for the print media has been adopted in relation to alcohol advertising. This Code has been agreed between the Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners In Ireland, National Newspapers of Ireland, Regional Newspapers and Printers Association of Ireland and the Periodical Publishers Association of Ireland. It will incorporate the following points:</p> <ol style="list-style-type: none"> 1. Alcohol advertisements will only be carried in consumer publications where the adult readership is 75% or greater. A consumer publication or issue is taken to mean the complete edition published that day to include any supplements or advertising inserts. 2. A maximum limit of 25% of sold advertising space per issue per consumer publication will apply to alcohol advertising. The sold advertising space per issue includes the sold advertising space in any supplement or insert. The tight publication deadlines that can apply to newspapers may leave little time to fully assess the total volume of alcohol advertising contained in a particular publication and to take the necessary remedial action to avoid a breach of the Codes. If the maximum limit on alcohol advertising space is exceeded in any newspaper, then the Alcohol Marketing Communications Monitoring Body (AMCMB) will take into account the volume of alcohol advertising contained in the edition immediately preceding and the edition immediately following that publication. The volume of alcohol advertising in all three editions will be part of the assessment criteria used in deciding compliance with the Codes. Notwithstanding this provision, under no circumstances should alcohol advertising exceed 50% of sold advertising space in any publication. 3. No alcohol advertisements will be placed in any consumer publication or part thereof aimed specifically at young people or 3rd Level Students i.e. campus publications. No alcohol ads will be allowed in parts of consumer publications aimed at young people i.e. comics, teenage magazines. 4. Publications will not make outer wrap rounds available to alcohol advertisements. 5. No alcohol sponsorship of sports pages or sports supplements will be allowed. 6. The Print Media will co-operate and comply with the other broader elements of the industry agreements including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: DIGITAL (non-broadcast) MEDIA</p> <p>It is proposed to develop a comprehensive code for digital media i.e. online display advertising (including streamed formats), sponsorships, promotions, e-mail marketing, blogs and other forms of user generated content, ipTV, mobile display & text advertising for alcohol advertising. Such a code will be in the context of the rapid evolution of this media and will, therefore, require frequent revision and updates. It is proposed that the codes will be agreed between the Alcohol Beverage Federation of Ireland, the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and internet representative bodies based in the Republic of Ireland accepting advertising aimed at the Irish marketplace. In the interim it is the intention of the Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland to comply, as far as possible, with the provisions outlined below. It will incorporate the following points:</p> <ol style="list-style-type: none"> 1. Advertising for alcohol should only be booked by an alcoholic drinks advertiser or its agency or placed by the media owner on any website with an adult audience profile of 75% or greater. Where a profile is not available every reasonable effort should be made to ensure that it is not aimed at young people. 2. As a general rule at all times alcohol advertising or promotions shall not exceed a maximum of 25% of total advertising space available by site/format. 3. In the case of sites that offer age targeting filters such as social networking and e-mail sites (e.g. Bebo, MySpace, Facebook, Hotmail, Yahoo, etc) any advertising for alcohol should be age targeted to 18 years old and upwards using those sites' age targeting software. 4. In the case of streamed and ipTV advertising solutions, all copy guidelines that pertain to broadcast media should be adhered to. 5. Where measurement of audience profiling is available these standards will apply, e.g. JNIR, Comscore, The Net Behaviours Report, etc. 6. Where a profile is not available every reasonable effort should be made to establish the profile of the visitors to the site before any alcohol advertising is carried on the site. 7. It is intended that the Digital Media will co-operate and comply with the other broader elements of the industry agreements including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1. Definition of a Sponsorship. A commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits.</p> <p>2. Pouring Rights The purchase of the commercial pouring rights, from a promoter, for an alcohol product for sale at an event, is separate from the sponsorship of the event on many occasions. In these circumstances it is the responsibility of the promoter or bar franchisee to ensure that the terms of the relevant liquor licensing acts are adhered to.</p> <p>3. Selection of a Sponsored Event (i) The overall objective is to ensure that all alcohol drinks sponsored events are planned and executed in such a manner as to adhere to the relevant codes, regulations and legislation. (ii) The sale of alcohol at many events is controlled by the promoter or sponsored party and it is the responsibility of these parties to put in place adequate controls to ensure adherence to this code. (iii) All sponsored events must have an adult audience profile of 75% or greater, both in terms of attendance at the event and broadcast and or viewer/listenership.</p> <p>4. Determination of permissible sports sponsorships In addition to provisions governing the operation of sponsored events outlined below, additional provisions governing the selection of sporting activities for sponsorship by alcohol brands/companies now apply: Alcohol brands companies may not sponsor any sporting competitions, leagues, events or competitors (individual or team) of any form, local or national, where said league, competition, team or events are designated specifically for participants under 18 years of age or where their audience (attending or viewing via broadcast) has a profile of less than 75% of adults. The determination of general audience profiles for various sports, leagues, competitions, teams or events of any form shall be by way of an annual national survey of audience interest, attendance/viewing which shall be undertaken by an independent, reputable research agency and reported to the Alcohol Marketing Communications Monitoring Body (AMCMB) and the code partners. Alcohol Drinks Companies will not sponsor: -Any individuals, teams, bands or acts or concerts featuring such bands or acts which are below the legal drinking age -Racing/rallying by any mechanically propelled vehicle -Sports that focus on aggression e.g. boxing or wrestling -Individuals or bands or acts or concerts featuring such individuals, bands or acts whose target audience profile is 25% or more over the age of 18.</p> <p>(continued on next page)</p>

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 5. Venue</p> <p>(i) Admission to all events requiring an occasional license will be governed by the terms of the Licencing Acts, 1833 to 2004 and the Registration of Clubs Acts 1904 to 2004. It is the responsibility of the licensees of any licensed premises (whether permanent, temporary, indoor or outdoors) to ensure compliance with the relevant Intoxicating Liquor Acts and licensing regulations.</p> <p>(ii) Events should, where possible/practical, be in a defined area with adequate security to control access to the event.</p> <p>(iii) Alcohol should be sold responsibly and in accordance with the licensing laws and guidance from the Gardai.</p> <p>(iv) In order to prevent rapid or excessive consumption, consideration should be given, at major events, to limiting the amount of alcohol that can be purchased by an individual per occasion.</p> <p>(v) At all events soft drinks and minerals must be available for sale at all bars. Water should be freely available at major events e.g. concerts.</p> <p>(vi) Where there is an alcohol brand sponsor, the sponsor will insist upon all bar management completing Responsible Serving of Alcohol (RSA) training. In addition all bar servers will be briefed on their Responsible Serving obligations.</p> <p>(vii) Prominent and visible responsible drinking promotional activity will take place at major events sponsored by alcohol brands or companies.</p> <p>6. Access</p> <p>(i) Sponsor, promoter and sponsored party should work closely with the local authorities/Gardai on all health and safety issues.</p> <p>(ii) Where necessary, admission policy to be agreed between the three parties, sponsors, promoter and sponsored party. Once agreed it is the responsibility of the promoter and/or sponsored party to ensure it is adhered to. Identification to be insisted on, where relevant, if there is doubt about the age of any individual seeking admission.</p> <p>(iii) The promoter will reserve the right to refuse admission to intoxicated persons without compensation and will publicise same on ticketing.</p> <p>7. Advertising the Event</p> <p>(i) All media advertising for the sponsorship to be approved by Central Copy Clearance Ireland (CCCI). All advertising at the event itself should conform to ASAI codes.</p> <p>(ii) Temporary signage, advertising the event, is to be sited responsibly. Temporary advertising in the venue only to be placed in agreement with the promoter/sponsored party. All temporary advertising materials around the venue, posters, directional signs etc. should be removed within three working days, after the event.</p> <p>(iii) Alcohol branded merchandise should not be designed to overtly appeal to those below the legal drinking age. Children's sizes in branded merchandise will not be produced for any sponsorship.</p> <p>(iv) In stadia with a capacity of more than 10,000 people, permanent, branded alcohol-advertising signage should constitute no more than 25% of all the advertising space available at any given time.</p> <p>(Continued on next page)</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (v) Where there are branded sponsorship events, in these stadia, involving a sole sponsor, their branded alcohol-advertising signage should constitute no more than 25% of all the advertising space available, during the event.</p> <p>(vi) When events are held in these stadia which will attract an audience below the recommended audience profile of 75% 18+ or where the featured teams/acts are all below legal drinking age, the responsible sporting body, working with Advertisers and their Agencies, should make every reasonable effort to remove or cover over all branded advertisements for alcoholic drinks for the duration of such events.</p> <p>8. Promotions at Events</p> <p>(i) All promotions at sponsorship events should adhere to the Licensing Acts 1833 to 2004 and the Registration of Clubs Acts 1904 to 2004. They should also adhere to the relevant selfregulatory codes. Complimentary drinks to be confined to designated, controlled access areas.</p> <p>(ii) No promotional mechanics, games etc will be allowed at these events designed to encourage excessive consumption.</p>

Next, we have some general questions about Regulation No. 3.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input type="checkbox"/> No <input checked="" type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input checked="" type="checkbox"/> Yes, namely: all excepting radio, television, cinema, outdoor media, print media, digital (non-broadcast) media <input type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input checked="" type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast / published.*

How publicly available?

4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
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Alcohol Marketing Regulations Questionnaire

5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input checked="" type="checkbox"/> Yes, see www.asai.ie/complaints.asp <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
6	Are the decisions of the 'evaluating committee' publicly available? *	<input checked="" type="checkbox"/> Yes, see www.http://asai.ie/complaints.asp <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: Alcohol Marketing, Communications and Sponsorship Codes of Practice <input type="checkbox"/> Other, namely:

Pre-screening procedure		
8	Is there a pre-screening procedure for the ads available? **	<input checked="" type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Alcohol Marketing Regulations Questionnaire

10	Is the decision according to the pre-screening binding for the stakeholders?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
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Complaint system		
11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Advertising Standards Authority for Ireland (ASAI) English translation:
13	What is the composition of the 'evaluating committee'?	dn
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Committee appointed by:
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input checked="" type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input type="checkbox"/> Restriction broadcasting rights <input type="checkbox"/> Financial penalty between and euro <input checked="" type="checkbox"/> Other, namely: Where compliance with the Codes is not achieved, the AMCMB will report the issue to the Code partners who will recommend what further action might be pursued.



Regulation Form No. 4

Organization:	Alcohol Action Ireland
Country:	Ireland
Date:	10.08.2009

Below, please indicate the name of Regulation No. 4 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 4:	MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:
How many articles about alcohol advertising/ marketing does Regulation No. 4 contain?	

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 4. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).

**The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)*	Type of restriction**	Text article
	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 3. Naming, packaging and promotion of alcoholic drinks</p> <p>3.1 The alcoholic nature of a drink must be communicated on its packaging with absolute clarity and must comply fully with existing legislation at all times.</p> <p>3.2 A drink, its packaging and any promotional material or activity (as defined in section 2 and Annex 1) must not in any direct or indirect way:</p> <p>(a) have the alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme, nor will it be promoted as being more or less intoxicating;</p> <p>(b) suggest any association with bravado, or with violent, aggressive, dangerous or anti-social behaviour;</p> <p>(c) suggest any association with, acceptance of, or allusion to, illicit drugs;</p> <p>(d) suggest any association with sexual success or prowess;</p> <p>(e) suggest that consumption of the drink can lead to social, sporting or business success or popularity;</p> <p>(f) encourage illegal, irresponsible or immoderate consumption, such as binge-drinking,* drunkenness or drink-driving;</p> <p>(g) have a particular appeal to under 18s by including, inter alia, the use of styles, such as characters (real or fictitious, including sporting heroes), motifs, or colours associated with youth culture;</p> <p>(h) incorporate images of people who are, or look as if they are, under twenty-five years of age;</p> <p>(i) suggest that the product can enhance mental or physical capabilities;</p> <p>3.3 Products covered by this Code must not use words such as "lemonade" or "soft drink" or "fruit drink" in the brand or associated product labelling in any way which can cause confusion with existing popular drinks which are non alcoholic.</p> <p>3.4 Multiple servings of products must not be served in a single glass container.</p> <p>* This refers to an occasion on which large amounts of alcohol are consumed in a relatively short space of time.</p>

Alcohol Marketing Regulations Questionnaire

Next, we have some general questions about Regulation No. 4.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input type="checkbox"/> Yes, namely: <input type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input type="checkbox"/> Broadcasters/Publishers <input type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast / published.*

How publicly available?		
4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks and http://www.meas.ie <input type="checkbox"/> Other, namely:

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6	Are the decisions of the 'evaluating committee' publicly available? *	<input checked="" type="checkbox"/> Yes, see www.meas.ie/page.php?intPageID=129 <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks and http://www.meas.ie <input type="checkbox"/> Other, namely:

Pre-screening procedure

8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input checked="" type="checkbox"/> Yes, but only available for the following media: packaging, naming and labelling, promotional material or activity or merchandising arrangements <input type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Complaint system		
11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: The Independent Complaints Panel English translation:
13	What is the composition of the 'evaluating committee'?	-Nominee of the Consumer Association of Ireland -Nominee of the National Parents Council -Primary -Nominee of the Drinks Industry Group of Ireland (which nominee will not be employed by the industry) A recognised expert on issues concerning alcohol and society A chairperson (not currently or formerly employed by the drinks industry) nominated by the Chief Executive of MEAS
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: dn Committee appointed by: dn
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input checked="" type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input type="checkbox"/> Restriction broadcasting rights <input type="checkbox"/> Financial penalty between and euro <input checked="" type="checkbox"/> Other, namely: