

Appendix Three: Examples of statutory restrictions on alcohol marketing in other European countries

Marketing channels		
Outdoor/out of home advertising		
Complete ban	Norway Sweden Estonia (in draft)	The Norwegian Alcohol Act prohibits any form of mass communication on alcohol – including in printed newspapers, films, radio, television, telephone networks, data networks, illuminated advertisement hoardings, signboards and similar devices, depictions and exhibitions.
Partial content-based restriction	Finland Estonia Lithuania France	In Finland, there is a general prohibition on advertisement of alcoholic beverages above 22% abv. In Lithuania, outdoor advertising is prohibited except for beer, cider, and naturally fermented wine. In France, billboard advertising is allowed but subject to the general restriction on advertising content; that is limited to factual information about product characteristics.
Partial placement restrictions	Ireland (in draft) Russia	Draft legislation in Ireland proposes a ban on outdoor advertising 200m around schools/early years services and playgrounds; in a park or open space owned or maintained by a local authority; on public transport; or in a train or bus station or at a bus stop. Russia introduced a ban on alcohol adverts on billboards and public transport in 2012.
Sponsorship		
Complete ban	Norway France Sweden	
Ban on sponsorship of youth events	Ireland (in draft)	Draft legislation in Ireland also proposes a ban on advertising in or on a sports area (playing pitch, athletics track, motor racing track).
Ban on sponsorship of events involving driving	Ireland (in draft)	

Television		
Complete ban	Norway Sweden Russia	
Time-based restrictions (ban on alcohol advertising before watershed)	In place in many EU countries	8.30pm – Spain 9pm – Estonia, Malta, the Netherlands 10pm – Finland, Slovakia, Romania 10.30pm – Portugal 11pm – Lithuania, Poland
Content-based restrictions	France Bulgaria Finland Latvia Poland Spain Slovakia Romania Estonia (in draft)	In France, TV advertising is limited to alcoholic drinks with a certification of quality and origin and linked to a production region or to cultural, gastronomic or regional heritage, and subject to general content restrictions. Bulgaria, Finland, Latvia, Poland, Spain, Slovakia and Romania prohibit advertisements for spirits/strong alcohol on TV. In Estonia, only black and white static images will be allowed on TV and in internet adverts.
Published media (newspapers, magazines)		
Complete ban	Norway	
Restrictions on content	Sweden Ireland (in draft) France	In Sweden, advertising is restricted to products up to 15% abv.
Restrictions on placement	Ireland (in draft)	Draft legislation in Ireland proposes restricting alcohol adverts in any publication to not more than 20% of the advertising space; not advertising alcohol on the front or back cover of any publication; and not advertising alcohol in a publication aimed at children, or where readership comprises more than 20% children.
Cinema		
Complete ban	Norway Sweden	
Restricted to 18 certificate films	Ireland (in draft) Finland	
Digital- online, mobile		
Complete ban	Norway Russia	Facebook advertising guidelines state that adverts that promote or reference alcohol must comply with local laws, noting that adverts are prohibited in: Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Russia, Saudi Arabia, Turkey, UAE and Yemen.
Partial content-based restriction	Finland Estonia	

Restrictions on advertising content		
	France	1991 version of the Loi Evin: Only advertise product characteristics: "The authorised advertising for alcoholic beverages is limited to the indication of the degree of alcohol by volume, origin and name of the product, name and address of manufacturer, agents and custodians and the method of production, terms of sale and consumption mode of the product."
	Ireland (in draft)	Draft legislation limits images/references in adverts to product, country/region of origin, method of production, premises where produced and product characteristics.
	Finland	Advertising restricted to products under 22% abv. Advertising of spirits is also restricted or banned in: Bulgaria, Latvia, Poland (also wine), Spain, Slovakia, Romania.
	Estonia (in draft)	Only black-and-white static images will be allowed in commercials on TV and the internet. Only product information and a health warning can be read out without any musical accompaniment.
Monitoring and compliance		
Independent monitoring/ regulation	Sweden Norway Finland	In Sweden, the Swedish Consumer Agency is a government agency that monitors compliance and complaints. In Norway, the law is administered by the Ministry of Health and Care Services. The Directorate for Health and Social Affairs supervises and imposes sanctions when the law and regulations have been violated.
Sanctions	France Norway Finland	In France, illegal advertisements can be brought before the courts. There are significant penalties for infringement. In Finland, while in most cases sanctions are limited to a ban, Valvira (the National Product Control Agency for Welfare and Health, operating under the Ministry of Social Affairs and Health) can also issue fines.