

## 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!

<b>Organization:</b>	the National Institut of Public Health
<b>Country:</b>	the Czech Republic
<b>Date:</b>	26. 8. 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.)*

No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
1.	Kodex reklamy	the Code of Advertising practice	May 2007	<a href="http://www.rpr.cz/download/rpren/CodeofAdvertisingPractice_09.doc">http://www.rpr.cz/download/rpren/CodeofAdvertisingPractice_09.doc</a>	<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 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 type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:

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2.	Zákon č. 138 /2002 Sb., o regulaci reklamy, o provozování rozhlasového a televizního vysílání	Law No. 138/2002 Coll., on regulation of advertising, providing TV and radio broadcasting	15.3.2002		<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 checked="" type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input checked="" type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:
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## 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 <b>TV</b> in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	
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 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 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 type="checkbox"/> Yes <input type="checkbox"/> No
Time ban on radio?		
6	Is there a watershed (time ban) for alcohol advertising on the <b>radio</b> in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	
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 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 type="checkbox"/> Yes <input type="checkbox"/> No
Time ban in the cinema?		
11	Is there a watershed or ban on alcohol advertising in the <b>cinema</b> 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:*
The Czech Advertising Standards Council	the Code of Advertising practice	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Academic organization <input checked="" 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:



## Regulation Form No. 1

<b>Organization:</b>	The National Institute of Public Health
<b>Country:</b>	the Czech Republic
<b>Date:</b>	26. 8. 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).

<b>Name Regulation No. 1:</b>	Kodex reklamy 2009, The Code of Advertising Practice 2009
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?	9

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.

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Article (paragraph)*	Type of restriction**	Text article
2	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 2. Nezodpovědná konzumace</p> <p>2.1. Reklama nebude představovat nebo propagovat nezodpovědnou konzumaci, např. množstvím nápoje konzumovaného nebo vyobrazeného v reklamě nebo následky jeho nadměrného užití. Reklama nebude podporovat nadměrné zvýšení konzumace alkoholických nápojů jednotlivými spotřebiteli. Reklama nesmí záporně či ironicky hodnotit abstinenci nebo zdrženlivost nebo vzbuzovat dojem, že je špatné či nenormální odmítat pít alkoholické nápoje.</p> <p>2.2. Reklama nebude založena na zobrazení násilného, agresivního nebo protispolečenského chování.</p> <p>2.3. Reklama nebude ukazovat osoby, které se jeví jako opilé, ani vyvolávat dojem, že intoxikace je přijatelná.</p> <p>English translation: 2. Irresponsible Consumption</p> <p>2.1. Advertising must not encourage irresponsible consumption, e.g. by depicting large amounts of alcoholic beverages, consumption thereof, or consequences of immoderate drinking. Advertising must not encourage disproportionate increase in consumption of alcoholic beverages by individual consumers. Advertising must not condemn or mock abstinence or restraint, or suggest that refusal to drink alcohol is negative or abnormal behaviour.</p> <p>2.2. Advertising for alcoholic beverages must not depict violent, aggressive, or anti-social behaviour.</p> <p>2.3. Advertising must not depict persons that may appear intoxicated, nor shall it suggest that intoxication is acceptable.</p>
3.1	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 3. Mladiství</p> <p>3.1. Reklama na alkoholické nápoje, pivo nevyjímaje, nesmí být zaměřena na osoby mladší 18 let. Žádná osoba vystupující v reklamě jako konzument alkoholického nápoje nesmí jako osoba mladší 25 let ani vypadat a fakticky musí být starší 25 let. Osoby mladší 18 let nebudou v reklamách zobrazovány, kromě situací, kde je jejich přítomnost přirozená, například v rodinných scénách nebo v davu v pozadí. Tyto osoby nebudou nikdy zobrazovány, jak pijí alkoholické nápoje, ani to nebude žádným způsobem naznačováno.</p> <p>English translation: 3. Minors</p> <p>3.1. Advertising for alcoholic beverages, including beer, must not be aimed at persons under 18 years of age. Any person depicted in advertising as a consumer of alcoholic beverages must not be nor look younger than 25 years of age. Minors must not be depicted in advertising, with the exception of natural situations, such as family celebrations, or in a background crowd. Advertising must never depict minors as drinking alcohol or imply such a situation in any way.</p>

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Article (paragraph)	Type of restriction	Text article
3.2	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 3.2.            Reklama na alkoholické nápoje nesmí být vysílána v komerčních přestávkách před, během nebo bezprostředně po televizních nebo rozhlasových pořadech určených dětem.</p> <p>English translation: 3.2.            Alcoholic beverage advertising must not be broadcast before, during, or immediately after TV and radio shows for children.</p>
3.3	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 3.3.            Reklama nebude propagovat alkoholické nápoje v médiích, programech nebo během událostí, u nichž je známo, že více než 30 % cílové skupiny tvoří nezletilí. Reklama nebude rovněž umístěna na velkoplošných plakátech ve vzdálenosti menší než 300 metrů od základních a středních škol, dětských hřišť a podobných zařízení, která jsou určena především nezletilým. Velkoplošnými plakáty se rozumějí plakáty, jejichž plocha je větší než 12 m<sup>2</sup>. Z tohoto pravidla jsou vyjmuty případné dlouhodobé reklamy či poutače umístěné na provozních budovách výrobců a distributorů alkoholických nápojů.</p> <p>English translation: 3.3.            Advertising must not promote alcoholic beverages in media, radio and TV programmes or during events where more than 30 percent of the target audience is known to be minors. Large outdoor billboards advertising alcoholic beverages must not be placed less than 300 metres from primary and secondary schools, playgrounds, and other venues frequented primarily by minors. Large outdoor billboards are billboards larger than 12 sq. m. This does not concern permanent billboards mounted on operating buildings of producers and distributors of alcoholic beverages.</p>
3.4	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 3.4.            Komerční komunikace nebude využívat žádné grafiky, symboly, hudbu a kreslené postavy, které primárně vyvolávají zájem dětí.</p> <p>English translation: 3.4.            Commercial communication must not use graphics, symbols, music, or cartoon characters that have a strong or evident appeal to children.</p>
3.5	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 3.5.            Názvy alkoholických nápojů, jejich loga nebo obchodní značky se nesmí objevit na dětském oblečení, hračkách, hrách či jiných výrobcích určených především osobám mladším 18ti let. To samé platí pro repliky sportovních oděvů určených pro děti.</p> <p>English translation: 3.5.            Names of alcoholic beverages, their logos, or brands must not appear on children's clothing, toys, or other products intended primarily for minors. The same applies to children's replicas of authentic sports clothing.</p>

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Article (paragraph)	Type of restriction	Text article
4	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 4. Řízení 4.1. Reklama nebude spojovat konzumaci alkoholického nápoje s řízením vozidel, a to jakýmkoliv způsobem.</p> <p>English translation: 4. Driving 4.1. Advertising must not depict any association between the consumption of alcohol and operation of motor vehicles.</p>
5	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 5. Nebezpečné aktivity 5.1. Obsah reklamy nesmí podněcovat spotřebu alkoholického nápoje v nebezpečných nebo nezákonných situacích či místech, např. před nebo během činnosti vyžadující střízlivost, zručnost nebo přesnost.</p> <p>English translation: 5. Hazardous Activity 5.1. Advertising must not depict any association between the consumption of alcohol and the engagement in any hazardous or unlawful activity, e.g. before or during activities that require sobriety, alertness, or accuracy.</p>
6	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 6. Zdravotní aspekty 6.1. Reklama na alkoholické nápoje nesmí naznačovat jejich schopnost předcházet lidským nemocem nebo je léčit, ani naznačovat, že mají povzbuzující nebo uklidňující účinek anebo že jsou prostředkem řešení osobních problémů. 6.2. Reklama nesmí povzbuzovat těhotné a kojící ženy ke konzumaci alkoholu a nebude zobrazovat těhotné nebo kojící ženy při konzumaci alkoholického nápoje. 6.3. V reklamě nesmí vystupovat osoby, které svým zevnějškem(oblečením) vzbuzují dojem, že jde o příslušníky zdravotnických profesí.</p> <p>English translation: 6. Health Aspects 6.1. Advertising must not suggest that alcoholic beverages offer any therapeutic benefit or possess stimulating or relaxing properties, nor that they may provide solution to personal problems. 6.2. Advertising must not encourage pregnant or breastfeeding women to consume alcohol nor depict pregnant or breastfeeding women as drinking alcohol. 6.3. Advertising must not feature persons that may appear to be medical staff.</p>

Article (paragraph)	Type of restriction	Text article
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<p>7</p>	<p><input type="checkbox"/> Volume  <input checked="" type="checkbox"/> Content  <input type="checkbox"/> Both  <input type="checkbox"/> Other, namely:</p>	<p>Original text: 7. Obsah alkoholu  7.1.  Reklama nesmí zdůrazňovat vyšší obsah alkoholu jako kladnou vlastnost značky a důvod pro její zvolení spotřebitelem. Na druhé straně, reklamní sdělení by nemělo vzbuzovat dojem, že pití nápoje s nízkým obsahem alkoholu vylučuje nezodpovědnou konzumaci.  7.2.  Reklama nesmí snižovat nebo zamlžovat skutečný obsah alkoholu v nápoji.</p> <p>English translation: 7. Alcohol Content  7.1.  Advertising must not accentuate a higher alcohol content as a competitive advantage of a particular brand and must not contain any inducement to prefer an alcohol beverage because of its higher alcohol content. At the same time, advertising should not suggest that drinking low-alcohol beverages contradicts irresponsible consumption.  7.2.  Advertising must not understate or obscure the real alcohol content in a beverage.</p>
<p>8</p>	<p><input type="checkbox"/> Volume  <input checked="" type="checkbox"/> Content  <input type="checkbox"/> Both  <input type="checkbox"/> Other, namely:</p>	<p>Original text: 8. Výkonnost a sexuální úspěch  8.1.  Reklama by neměla vytvářet dojem, že konzumace alkoholických nápojů posiluje mentální nebo fyzické schopnosti, například při sportování.  8.2.  Reklama nesmí naznačovat nebo vytvářet dojem, že konzumace alkoholických nápojů může vést k dosažení společenského nebo hmotného úspěchu.  8.3.  Reklama nebude tvrdit ani naznačovat, že konzumace alkoholu může přispět k sexuálnímu úspěchu. Reklama nebude podněcovat k sexuální promiskuitě, nebude obsahovat nahotu nebo částečnou nahotu zobrazenou způsobem urážejícím lidskou důstojnost, nebude prezentovat alkoholické nápoje jako prostředek k odstranění sexuálních zábran či strachu vůbec.</p> <p>English translation: 8. Performance and Sexual Success  8.1.  Advertising must not suggest that consumption of alcoholic beverages leverages mental or physical abilities, e.g. in sports.  8.2.  Advertising must not imply that consumption of alcoholic beverages can help achieve social or material success.  8.3.  Advertising must not imply that consumption of alcoholic beverages may contribute to sexual success. Advertising must not encourage sexual promiscuousness, depict nudity or partial nudity in a way disrespectful of human dignity, or present alcoholic beverages as a means to remove moral barriers as regards sex or fear in general.</p>

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Article (paragraph)	Type of restriction	Text article
9	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 9. Podpora prodeje            9.1.            Žádná podpora prodeje nemůže povzbuzovat k nezodpovědnému nebo protispolečenskému chování nebo k nezodpovědné konzumaci alkoholu, zejména k nadměrnému pití</p> <p>English translation: 9. Sales Support            9.1.            Sales support activities must not encourage irresponsible or anti-social behaviour or irresponsible consumption of alcohol, especially immoderate drinking.</p>
10	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 10. Lidská důstojnost a náboženské přesvědčení            10.1.            Reklama nebude naznačovat ani zobrazovat spotřebu alkoholického nápoje v blízkosti posvátných míst a hřbitovů.            10.2.            Reklama nebude tvrdit nebo naznačovat, že alkoholický nápoj je konzumován příslušníky náboženské skupiny, která svým členům zakazuje požívání alkoholu.</p> <p>English translation: 10. Human Dignity and Religion            10.1.            Advertising must not depict or imply consumption of alcoholic beverages in the vicinity of religious sites and cemeteries.            10.2.            Advertising must not depict or imply consumption of alcoholic beverages by members of religious groups that prohibit their members from drinking alcohol.</p>

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 type="checkbox"/> Yes, namely: <input checked="" 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 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:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <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:

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6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <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. <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:
<b>Pre-screening procedure</b>		
8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" 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 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 type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
<b>Complaint system</b>		
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:





## Regulation Form No. 2

<b>Organization:</b>	The National Institute of Public Health
<b>Country:</b>	the Czech Republic
<b>Date:</b>	26. 8. 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).

<b>Name Regulation No. 2:</b>	Zákon č. 138/2002 Sb., o regulaci reklamy, o provozování rozhlasového a televizního vysílání
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?	1

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.

Article (paragraph)*	Type of restriction**	Text article
4	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Alkoholické nápoje            Reklama na alkoholické nápoje nesmí: a) nabádat k nestřídmému užívání alkoholických nápojů anebo záporně či ironicky hodnotit abstinenci nebo zdrženlivost, b) být zaměřena na osoby mladší 18 let, zejména nasmí tyto osoby ani osoby, které jako mladší 18 let vyhlížejí, zobrazovat při spotřebě alkoholických nápojů nebo nesmí využívat prvky, prostředky nebo akce, které osoby mladší 18 let oslovují, c) spojovat spotřebu alkoholu se zvýšenými výkony nebo být užitá v souvislosti s řízením vozidla, d) vytvářet dojem, že spotřeba alkoholu přispívá ke společenskému nebo sexuálnímu úspěchu, e) tvrdit, že alkohol v nápoji má léčebné vlastnosti nebo povzbuzující nebo uklidňující účinek anebo že je prostředkem řešení osobních problémů, f) zdůrazňovat obsah alkoholu jako kladnou vlastnost nápoje.</p> <p>English translation: Alcoholic beverage            Advertising of alcoholic beverage must not: a) encourage irresponsible consumption of alcoholic beverage or condemn or mock abstinence or restraint, b) be aimed at persons under 18 years of age, must not be nor look younger than 18 years of age, namely advertising must never depict minors as drinking alcohol or imply such a situation in any way. Commercial communication must not use symbols and actions, that have a strong or evident appeal to children, c) depict any association between the consumption and physical abilities and operation of motor vehicles, d) imply that consumption of alcoholic beverage can help achieve social or sexual success, e) suggest that alcoholic beverage offer any therapeutic benefit or possess stimulating or relaxing properties, nor that they may provide solution to personal problems, f) accentuate a higher alcohol content as a competitive advantage of a particular drink.</p>

Alcohol Marketing Regulations Questionnaire

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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 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 type="checkbox"/> Yes, namely: <input checked="" 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:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <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:



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6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <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. <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:

**Pre-screening procedure**

8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" 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 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 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:
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12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Rada pro reklamu (RPR)-Arbitrážní komise RPR English translation: the Advertising Standards Council
13	What is the composition of the 'evaluating committee'?	the Arbitration Board includes representative of the RPR member organisation, Members of the Parliament of the Czech Republic, advertisers, advertising agencies, legal experts
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Committee appointed by: RPR
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 checked="" type="checkbox"/> Restriction broadcasting rights <input type="checkbox"/> Financial penalty between _____ and _____ euro <input type="checkbox"/> Other, namely: