

Overview TV bans/restrictions (time and product) for alcoholic beverages in EU-27

Of 27 EU Member States:

- 21 countries have a partial or complete tv ban (time and/or productban).
- 6 countries have no restrictions on tv at all: Cyprus, Denmark, Germany, Greece, Luxembourg and Czech Republic.

| | Country | Tv Ban (in statutory or non-statutory regulation) | TV ban? |
|----|-------------|---|---|
| 1 | Belgium | Flanders: No alcohol advertising on public service channels. Alcohol advertising is allowed on commercial channels. Wallonia: No alcohol advertising for spirits | YES, partly |
| 2 | Bulgaria | No indirect marketing of alcoholic beverages before 21.00 No alcohol advertising for spirits. | YES, partly (time and product) |
| 3 | Cyprus | No ban on alcohol advertising exists. | NO |
| 4 | Denmark | No ban on alcohol advertising exists. | NO |
| 5 | Germany | No ban on alcohol advertising exists. | NO |
| 6 | Estonia | No alcohol advertising for alcoholic beverages between 7.00-21.00. No (alcohol) advertising on public service channels. | YES, partly (time) |
| 7 | Finland | No alcohol ads for mild alcoholic beverages between 7.00-21.00. No alcohol advertising for spirits (> 22%). | YES, partly (time and product) |
| 8 | France | No alcohol advertising on tv at all (Loi EVIN). | YES, total |
| 9 | Greece | No ban on alcohol advertising exists. | NO |
| 10 | Ireland | No alcohol advertising for spirits and premixes (self-regulation) | YES, partly, (product ban in selfregulation) |
| 11 | Hungary | No alcohol advertising on public service channels. No alcohol advertising for spirits between 18.30- 21.30 (commercial channels). | YES, partly |
| 12 | Italy | No alcohol advertising for spirits between 16.00-19.00 (and for other alcoholic beverages it should be avoided between 16.00-19.00). | YES, partly (time ban on product) |
| 13 | Latvia | No alcohol advertising for spirits. | YES, partly (product) |
| 14 | Lithuania | No alcohol advertising between 6.00-23.00, except for live and uninterrupted international broadcasts or re-broadcasts of art, culture or sports events. Also names or trademarks may appear during broadcasts and re-broadcasts on an irregular or unexpected basis. | YES, partly (time) |
| 15 | Luxembourg | No ban on alcohol advertising exists. | NO |
| 16 | Malta | No alcohol advertising between 6.00-21.00. | YES, partly (time) |
| 17 | Netherlands | No alcohol advertising between 6.00-21.00. (The new Media law came into force on January 1 st 2009. After a transitional period of 1 year, on January 1 st 2010 it is certain that no more alcohol commercials will be seen between 6.00-21.00. Sponsoring between 6.00-21.00 is still allowed). | YES, partly (time) |
| 18 | Norway | Total ban on alcohol advertising, in all media. | YES, total |

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| 19 | Austria | No alcohol advertising for spirits. No alcohol advertising for premixes before 19.25. | YES, partly (time and product) |
| 20 | Poland | No alcohol advertising for beer between 6.00- 20.00 (except during sporting games). No alcohol advertising for other alcoholic beverages. | YES, partly (time and product) |
| 21 | Portugal | No alcohol advertising between 7.00-22.30. | YES, partly (time) |
| 22 | Romania | No alcohol advertising for spirits between 6.00-22.00 | YES, partly (time ban on product) |
| 23 | Slovenia | No alcohol advertising for spirits (< 15%). No alcohol advertising for other alcoholic beverages between 7.00- 21.30. | YES , partly (time and product) |
| 24 | Slovak Republik | No alcohol advertising for wine and spirits between 6.00-22.00. | YES, partly (time ban on product) |
| 25 | Spain | No alcohol advertising for spirits > 20%. No alcohol advertising for beer before 20.30 (self-regulation). (No time ban yet, but a ban from 6.00-22.00 has been suggested). | YES, partly (time and product) |
| 26 | Czech Republic | No ban on alcohol advertising exists. | NO |
| 27 | UK | No advertising at all allowed at public channels (therefore, also no alcohol advertising). No ban on alcohol advertising exists on other channels. | YES, partly |
| 28 | Sweden | No alcohol advertising for alcoholic beverages >2,25% alc. vol. | YES, total (ban > 2.25%) |

STAP (Dutch Institute for Alcohol Policy)
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Note: Norway is not a member of the European Union, but has a total ban on alcohol advertising.