
LIMITING THE EXPOSURE
OF YOUNG PEOPLE
TO ALCOHOL ADVERTISING

ALCOHOL MARKETING COMMUNICATIONS MONITORING BODY

THIRD ANNUAL REPORT 2008

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FOREWORD

On behalf of the Alcohol Marketing Communications Monitoring Body, I am pleased to present our Third Annual Report (for 2008) to the Minister for Health and Children.

Our task, as a Monitoring Body, is to oversee the implementation of and adherence to the Voluntary Codes of Practice to limit the exposure of young people under the age of 18 years to alcohol advertising.

During the year, revised Codes of Practice were agreed between the Department of Health and Children and the Advertising and Alcohol Drinks Industries and these came into full effect from October 2008. This report, therefore, covers compliance with the original Codes until September 2008 and compliance with the revised Codes from October 2008.

As this Third Annual Report shows, there was overall compliance in 2008 by television, radio, cinema and outdoor advertisers with the obligations set down in the Codes.

In that context, I would like to thank the television stations, the radio stations, the cinema contractors and the Outdoor Media Association for their cooperation with the monitoring process and their prompt response to our requests for information.

There were, however, a number of breaches of the Codes during the year. Where breaches were identified, the Monitoring Body requested that remedial action be taken immediately to rectify the position. We also asked that procedures be put in place to prevent further breaches occurring.

The revised Codes of Practice extended the Codes to additional areas of the media (for example the print media) and introduced new obligations (for example, no more than two advertisements in any advertisement break on broadcast media). In the light of the changes, the Monitoring Body reviewed its monitoring processes to ensure that the new media and the new obligations would be monitored as robustly as possible.

As Chairman, I would like to thank the members of the Monitoring Body for the commitment and professionalism they brought to the task of monitoring compliance with the Codes. I would also like to express my gratitude to the Advertising Standards Authority for Ireland, in particular Orla Twomey, who provided us with secretarial and executive support and to the Institute of Advertising Practitioners of Ireland for the research undertaken on our behalf.

Peter Cassells, Chairman of the Monitoring Body

01.

INTRODUCTION

In 2002 the Minister for Health and Children met with representative organisations from the advertising industry: the Association of Advertisers in Ireland (AAI), representing advertisers; the Institute of Advertising Practitioners in Ireland (IAPI), representing the advertising agencies; and Drinks Industry Group Ireland (DIGI), representing the Alcohol Drinks Industry. The discussions centred on the Minister's concerns about some of the content, weight of exposure and placement of alcohol advertising. In addition, discussions were held on the sponsorship of music and sports events by alcohol drink companies. Following on from this, representatives from the Health Promotion Unit in the Department of Health and Children had a series of meetings with all the industry stakeholders, including the media owners involved (TV, Radio, Outdoor and Cinema). A number of jointly-agreed initiatives were subsequently put in place to deal with the Department's concerns.

1. Initiatives

Establishment of Central Copy Clearance Ireland Ltd. (CCCI)

This organisation was set up in February 2003 and is jointly run by IAPI and AAI on behalf of the Advertising Industry. It pre-vets each individual piece of advertising for any alcohol beverage, whether the advertisement is made in Ireland or developed internationally, if they are intended for use in any Irish media.

Advertisements are pre-vetted against the Broadcasting Commission of Ireland (BCI) regulations and the Advertising Standards Authority for Ireland (ASAI) self-regulatory code. Unless an advertisement conforms to these Codes/regulations and acquires an approval number from CCCI, no Irish media owner will accept it. The Board of CCCI issues a report each year highlighting its activities. This pre-vetting has been acknowledged as making a positive difference to advertising content and consequently significantly reducing the numbers of complaints made about alcohol advertising since 2003.

The Development of Media Weight and Placement Codes for TV, Radio, Cinema and Outdoor

Media Codes were agreed by all the parties involved with the objective of limiting exposure of young people (under 18 years) to alcohol advertising. These Codes, unique for each industry, restricted the placement and weight of exposure of alcohol advertising in the four key media, nominated by the Department, i.e. TV, Radio, Cinema and Outdoor. These Codes were

developed by November 2003 and came into force in January 2004. In November 2005, they were publicly endorsed by the Minister for Health and Children. In addition, the Broadcasting Commission of Ireland, when developing its General Advertising Code for Broadcast Media launched in April 2007, acknowledged and recognised these Codes.

Sponsorship Code

This Code covers the sponsorship of, and activities surrounding, events involving the Alcohol Drinks Industry. At the request of the Department it particularly focused on music and sporting events. It was jointly agreed and implemented in May 2004.

Monitoring Body

In November 2005, the Department also established an independent monitoring body, the Alcohol Marketing Communications Monitoring Body (AMCMB) under the chairmanship of Mr Peter Cassells. Its function was to monitor the level of adherence by advertisers and media owners to all these Codes. The Department, the Broadcasting Commission of Ireland and representatives of the Advertising and Alcohol Drinks Industry are represented on this body. It issued its first annual report for 2006 in the summer of 2007. This showed a high level of compliance by advertisers and the media owners to the various Codes.

2. Review of Codes

Following consideration of the First Annual Report of the AMCMB for 2006 the partners to the Codes met to review the various Codes and commitments made by the Advertising and Alcohol Drinks Industries. Following a series of meetings the revised Codes were agreed between the Department of Health and Children, the Drinks Industry Group of Ireland (DIGI), Alcohol Beverage Federation of Ireland (ABFI), Association of Advertisers in Ireland (AAI) and the Institute of Advertising Practitioners in Ireland (IAPI). These are set out in full in Appendix I.

Effective Date

The new Codes came into effect from 1st July, 2008 but flexibility was allowed to take account of pre-bookings of advertising. However, the Codes became fully effective from 1st October, 2008. The Codes will run for a two-year period, up to the end of June 2010. A review mechanism has been agreed whereby these Codes will be reviewed following publication of each Annual Report of the Alcohol Marketing Communications Monitoring Body. It has also been agreed that the Codes will be reviewed by the parties at the end of June 2009. These Codes are intended to be complementary to existing statutory obligations and other voluntary codes that exist in the area of alcohol advertising, such as the codes of the Broadcasting Commission of Ireland, Advertising Standards Authority for Ireland and Mature Enjoyment of Alcohol in Society (MEAS).

02.

OBLIGATIONS UNDER THE CODES

The purpose of these Codes is to reduce the exposure of young people to alcohol advertising and marketing. The Codes also aim to limit the overall level of alcohol advertising and sponsorship across all media in Ireland.

1. The Codes are subject to review by the partners based on the findings of the AMCMB.
2. For the purposes of these Codes children/young people are defined as those under the age of 18. Adults are therefore defined as those over 18 years of age.
3. The Codes herein are based on the principle of audience profiling across all media and sponsorships whereby alcohol advertising/marketing is not permitted unless the relevant medium has an adult audience profile of 75% or greater.
4. In addition, where alcohol advertising is permissible under audience profiling a weight ceiling will apply across all media and sponsorships whereby alcohol advertising will be limited to no more than 25% of available space on any occasion.
5. The provisions of these Codes apply to all alcohol advertising, purchased in any media, based in the Republic of Ireland, and/or aimed at the Irish marketplace.
6. All alcohol advertisements must be pre-vetted and carry the Central Copy Clearance Ireland (CCCI) stamp of approval before acceptance by any media.
7. All alcohol advertisers, agencies and media owners will co-operate and comply with requests from the Alcohol Marketing Communications Monitoring Body.

Codes of Practice¹

Television

- 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.
- 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 am to 10 am. 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.
- No alcohol advertising will be placed in any programme specifically aimed at children/ young people.
- Family 'breakfast' TV time (6am – 10am) will be treated as children's viewing time and will not carry any alcohol advertising.
- No alcohol sponsorship of sports programming will be allowed, including any sports bulletins.
- No solus/whistle breaks advertising spots for alcohol brands will be allowed during sports broadcasting.
- 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.
- 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.

Radio

- Alcohol advertising will only be allowed during programmes with an adult audience profile of 75% or greater.
- 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 6am to 10am. 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.
- No alcohol advertising will take place during any programme aimed specifically at young people. Broadcasters will designate young peoples programmes per schedule.
- Family 'breakfast' radio time (6am – 10am) will be treated as children's listening time and will not carry any alcohol advertising.

1. The Codes are set out in full in Appendix 1

- No alcohol sponsorship of sports programming will be allowed including any sports bulletins.
- 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.

Cinema

- The Cinema Industry will not accept alcohol advertising from strength alcohol brands i.e. brands with ABV > 25% or their Ready To Drink variants.
- 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.
- 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.
- No alcohol advertisements will be shown outside of the main advertising reel.

Outdoor Media

- 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.
- 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.
- 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.
- 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.
- 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.
No wrap rounds allowed on taxis. Only one display of alcohol advertising is allowed to be carried on the exterior of any taxi.
- 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.

- A maximum of one advertising display on a Prismatic/Scrolling unit will display alcohol advertising.
- A maximum of one advertising display in any group of hoardings will display alcohol advertising.
- There will be no Mesh Building Banners for alcohol advertising.
- No additional large permanent advertisements on buildings, bridges etc. (excluding licensed premises) will be erected.
- There will be no alcohol advertising on designated school buses.

Print Media

- 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.
- A maximum limit of 25% of sold advertising space per issue per consumer publication will apply to alcohol advertising.
- 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.
- Publications will not make outer wrap rounds available to alcohol advertisements.
- No alcohol sponsorship of sports pages or sports supplements will be allowed.

Digital (Non-Broadcast) Media

- 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.
- 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.
- 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.
- In the case of streamed and ipTV advertising solutions, all copy guidelines that pertain to broadcast media should be adhered to.

Sponsorships by Alcohol Drink Companies

- Detailed rules regarding alcohol drinks sponsored events have been agreed and are set out in the Code of Practice on Sponsorship in Appendix 1.

Format of this Report

This Report covers the work of the Monitoring Body during 2008. As explained in the Introduction, revised Codes of Practice were introduced during the year. This report therefore covers compliance with the original Codes for the six months to June 2008, compliance against both Codes for July to September 2008 and compliance against the revised Codes from October 2008.

As stated in the Introduction to the Codes of Practice², while the new Codes were effective from 1st July 2008, flexibility across various media was allowed in order to take account of pre-bookings of advertising. The Codes became fully effective from 1st October 2008. In assessing compliance with the Codes during the quarter July to September 2008, information submitted to the Monitoring Body was assessed against the requirements of both Codes. Where it appeared that an incidence occurred which was in excess of the 25% threshold of the revised Codes, this was not classified as a breach but the media company was advised that it had been noted and reminded that the Codes came into full effect from 1st October. Where it appeared that an incidence occurred which breached the threshold in the original Codes, this was classified as a breach.

New media and new concepts (for example, no more than two advertisements in any advertisement break on broadcast media) were introduced in the revised Codes and the Monitoring Body held a special meeting to consider the new obligations and how best to monitor compliance against them. The Monitoring Body will keep their monitoring processes under review to ensure that they are as robust as possible.

2. http://www.dohc.ie/publications/alcohol_codes_practice.html

03.

COMPLIANCE WITH THE ALCOHOL MARKETING, COMMUNICATIONS AND SPONSORSHIP CODES OF PRACTICE – MONITORING PROCESS

The process for the control and monitoring of alcohol advertisements involves a number of steps. These include the copy clearance by Central Copy Clearance Ireland (CCCI) of all alcohol advertisements published in Irish media, the monitoring by the Monitoring Body of adherence to the Codes to limit exposure of young people to alcoholic drink advertising and the investigation by the Advertising Standards Authority for Ireland (ASAI)³ of complaints concerning possible breaches of these Codes.

Central Copy Clearance Ireland

Following agreement by all media, all alcohol advertisements carried by Irish media must carry the CCCI Publication Certificate and Approval Number in order to be accepted for broadcast/display. The function of CCCI is to vet the content of alcohol advertisements to ensure adherence to the ASAI Code and the General Advertising Code of the Broadcasting Commission of Ireland.

The CCCI system has been in place since mid-2003. The ASAI has said that it considers that the CCCI system has led to a significant reduction in the number of complaints against alcohol advertisements upheld by the ASAI.

Alcohol Marketing Communications Monitoring Body

The function of the Monitoring Body is to oversee the implementation of, and adherence to, the Voluntary Codes of Practice agreed between representatives of the advertising, drinks and media communications industries and the Department of Health and Children. The members of the Monitoring Body are listed in Appendix 2. The full terms of reference are set out in Appendix 1.

The Monitoring Body actively monitored compliance with the Codes through quarterly reports, ongoing review of complaints examined by ASAI, and commissioned research; details are set out in the following section.

3. The Advertising Standards Authority for Ireland is the advertising self-regulatory body set up by the advertising industry (advertisers, agencies and media) to enforce the Code of Standards for Advertising, Promotional and Direct Marketing.

Active monitoring by the Monitoring Body

During the year, reports were received from the media partners to the Codes as follows:

Television: Quarterly profiles for each day of the week giving the percentage of under-18s viewing for each relevant half-hour segment.

Cinema: Quarterly reports on the advertising reels for proscribed⁴ and non-proscribed⁵ films.

Radio: Nominated programme times detailing which programmes IBI radio stations had designated as not appropriate for inclusion of alcohol advertising.

Complaints system established by the Monitoring Body

As in previous years, the ASAI investigated any complaints concerning possible breaches of the Codes to limit the exposure of young people to alcoholic drink advertising. The ASAI submits a report to each meeting of the Monitoring Body detailing the complaints received and the outcome. In 2008 only one complaint was dealt with under the Codes and details of this complaint are given on page 23.

Research commissioned by the Monitoring Body

The terms of reference provide that the Monitoring Body may commission research to assess adherence to the Codes.

Television

The Institute of Advertising Practitioners in Ireland (IAPI) was commissioned to produce reports to allow the Monitoring Body to check compliance with the Code by the television broadcasters in each quarter. These reports detailed for each station all the alcohol advertisements that had run during the following periods nominated by the Monitoring Body:

Week commencing:

25 February 2008

26 May 2008

28 July 2008

Following the introduction of the new Code and the extended requirements, the Monitoring Body decided that given the overall compliance with the existing provisions, compliance would be judged against a sample date in the 4th quarter in 2008. If it transpires that there

4. Films which have been considered likely to have an audience of more than 25% under-18s.

5. Films which have been considered likely to have an audience of more than 75% over-18s.

is evidence of non-compliance with the Code by one or more broadcasters, more extensive monitoring will be carried out. The date chosen for the 4th quarter in 2008 was 13 December 2008.

Comparisons were then made with the profile information submitted by the broadcasters to check whether they were abiding by the Code. A breach of the Television Code occurs if an alcohol advertisement is placed in a time period which the applicable quarterly profile indicates has an under-18 audience greater than 25% (33% in the 1st edition of the Code).

In addition, information received relating to the 4th quarter of 2008, was assessed to check compliance against the new provisions of the Code e.g. no more than 25% of sold advertising time can be for alcohol advertisements.

Cinema

In relation to cinema, the Monitoring Body has developed an appropriate research methodology to check compliance with the Cinema Code requirements. A predetermined number of films in a number of urban centres were checked during 2008. Those films in which alcohol advertisements are not permitted (proscribed films) were checked to ensure that they carried no alcohol advertisements. Those that are permitted to carry alcohol advertisements (non-proscribed films) were checked to ensure that they did not exceed the agreed limits.

Outdoor

In relation to outdoor, the Monitoring Body commissioned a report from Poster Audit Bureau for Cycle 8⁶ in 2008 (7th – 20th April 2008).

6. The outdoor booking calendar consists of 26 cycles , each of two weeks duration.

04.

DETAILS OF ACTIVE MONITORING UNDERTAKEN BY THE MONITORING BODY

Television

The Monitoring Body received quarterly profiles from five broadcasters operating in Ireland. The profiles are based on information from Nielson Media Research (NMR)⁷.

Commissioned research: As explained earlier, comparisons were made with the profile information submitted by the television stations to check whether they were abiding by the Code.

Radio Telefís Éireann (RTÉ)

RTÉ submitted quarterly profiles for October – December 2007, January – March 2008, April – June 2008 and July – September 2008. As in the previous year, the Monitoring Body noted that although it would be permitted under the profile results for under-18 viewership, alcohol advertising was not carried during the Saturday early evening movie, as that time slot was allocated to ‘family movie’ programming.

Outcome of commissioned research: No breaches

RTÉ One: There were no half-hour periods which had an under-18 audience profile of greater than 33%.

RTÉ Two: Between 28th July and 1st August 2008, the screening of four advertisements appeared to breach the new Code threshold (25%) with one also appearing to breach the 1st edition of the Code (33%). RTE Television was asked for an explanation.

RTÉ said that they were fully committed to and instrumental in drawing up the present Code and made every effort to ensure its full compliance.

They explained that programmes on RTÉ Two in the late afternoon/early evening were normally targeted at a teenage audience and alcohol was specifically excluded from these programmes even on occasions when the profile would allow alcohol advertising. On some occasions they change their normal programme schedule to take specific live sports events. This was one such occasion when they dropped their normal schedule and took horseracing from Galway.

7. Nielson Media Research provides audience measurement ratings for television stations.

Before they slot advertising into newly-scheduled events, they check both the general profile normally achieved by the particular sport and also previous specific occasions when sport replaced normal programming in this slot. They said that sport, in their experience, does not produce an audience profile which would breach the provisions of the Code. They submitted comparison information for the four time slots in question to demonstrate the change in profile. An example is given in the following table:

Monday 18:30 – 18:59	Adults 18+	Children 4 - 17
Galway Racing Week (28/07/08)	95.3	4.7
Previous Week (21/07/08)	83.3	16.7
Following Week (4/08/08)	80.8	19.2

RTÉ said that it was apparent that the audience significantly changes when programmes are dramatically altered and on the basis of these changes RTÉ did not believe there was a breach of the Code.

The Monitoring Body considered the information supplied by RTÉ. They accepted that there had not been a breach of the Code in this instance but reminded RTÉ that they should continue to exercise caution in this area.

TV3

TV3 submitted profiles for October – December 2007, January – March 2008, April – June 2008 and July – September 2008.

Outcome of commissioned research: No breaches

There were no half-hour periods which had an under-18s audience profile in breach of the relevant threshold.

TG4

TG4 submitted profiles for October – December 2007, January – March 2008, April – June 2008 and July – September 2008.

Outcome of commissioned research: No breaches

TG4 were asked for an explanation concerning an apparent breach of the Code which was highlighted through research in Quarter 1, 2008. The breach occurred when an alcohol advertisement was placed in the 16:00 – 16:29 day part on Saturday 1st March. This day part had an under-18s audience profile of 37%.

TG4 explained that they normally carry children's programming on Saturday afternoons which is why their under-18s audience profile at that time is high. However, on the day in question, there was a change in programming and they showed a live GAA match, which would not have the same audience profile. In fact, they said that all of the breaks within the GAA programme on that day showed an audience profile for 4 – 17s well below 33%.

The Monitoring Body accepted that in this instance, due to the programme change and the nature of the programme change, a breach of the Code had not occurred. They reminded TG4, however, that the audience profile for the particular sports programme should not be used as a base for continuing to place alcohol advertising in that spot if the programming reverted to the original programming.

Channel 6 (now 3e)

Channel 6 submitted profiles for October – December 2007, January – March 2008, April – June 2008 and July – September 2008.

Outcome of commissioned research: One breach

25/02/08 - 02/03/08: Number of half-hour periods in breach of Code: One

Date	No. of advertsments	Half-hour period	Under-18s (%)
27/02/2008	1	20:00 – 20.29	34.5

Channel 6 were asked for an explanation concerning this breach. In their response they said that the particular programme, "US What Not to Wear" was not aimed at an under-18s audience and that the rating for this particular break was not in line with the overall rating for this programme. The Monitoring Body considered that there was potentially a lack of understanding about the Code's requirement, which judges compliance against the previous quarterly profile for any given half-hour period, rather than the actual profile achieved for a half-hour period. They wrote to Channel 6 setting out clearly the basis on which compliance against the Code would be assessed.

Setanta Ireland

Outcome of commissioned research: Three Breaches

25/02/08 - 02/03/08: Number of half-hour periods in breach of Code: One

Date	No. of advertsments	Half-hour period	Under-18s (%)
26/02/2008	2	15:00 – 15:29	35.2

26/05/08 - 01/06/08: Number of half-hour periods in breach of Code: Two

Date	No. of advertsments	Half-hour period	Under-18s (%)
26/05/2008	3	18:00 – 18:30	42.5
29/05/2008	1	18:30 – 18:59	35.2

The Monitoring Body was concerned that Setanta Ireland continued to breach the requirements of the Code and considered that there appeared to be a lack of understating about the implementation of the Code. Peter Cassells, the Chairman of the Monitoring Body and Ms Twomey from the ASAI Secretariat, met with representatives of Setanta Ireland. Setanta Ireland stressed their willingness to comply with the Code. It transpired that there had been a misunderstanding on the application of the Code. A follow-up meeting was held with the Setanta staff responsible for the preparation of the quarterly profiles and the placement of alcohol advertising and the Code requirements were explained in depth.

The Monitoring Body subsequently conducted an additional monitoring exercise against Setanta Ireland and noted that the contacts with Setanta had had a positive effect in the compliance with the Code.

City Channel

City Channel was not able to submit quarterly profiles as it is not profiled by NMR, who do not have a function in place which encompasses local or regional television channels.

City Channel have undertaken to submit a list of programmes which, in their view, attract a young audience and in which they will not carry alcohol advertising.

Opt-Out Channels

The revised Codes include a commitment by the members of the Drinks Industry Group of Ireland (DIGI) and the Alcohol Beverages Federation of Ireland (ABFI) to ensure that the principles of the television code are extended, as far as possible, to the opt-out TV channels that accept alcohol advertising aimed specifically at a Republic of Ireland audience. Sky Ireland has already engaged with the Monitoring Body in this regard. The Monitoring Body is aware that approaches have been made to the other relevant TV channels and await the outcome of those discussions.

Radio

Independent Broadcasters of Ireland (IBI)

As indicated in previous Reports, IBI members agreed to regard alcohol advertising as undesirable for the cohort under 20 years old. They defined programmes with a 'high youth listenership' as those for which 33% or more of the audience was under 20 years old.

Twice during 2008 the IBI submitted a list of all 'high youth listenership' programmes to the Monitoring Body. A number of stations were identified as having 'no applicable programme times' as they had been identified as stations targeting a strictly adult audience. For the purposes of this classification, IBI took the view that a target audience of 25 years upwards was appropriate.

The Broadcasting Commission of Ireland (BCI) monitors the output of radio stations. As well as checking for compliance with the statutory broadcast codes, they also check for compliance

with the Voluntary Code to limit the exposure of young people to alcoholic drink advertising on radio. The BCI did not report any breaches of the Code during 2008.

The Radio Code provides that “Independent Broadcasters of Ireland (IBI) will draft the Code [of conduct for presenters] in consultation with the BCI and the Department. IBI would undertake to develop appropriate training packages to ensure that its members fully comply with the Code and will agree to an appropriate monitoring mechanism”.

The IBI reported that they had continued to provide training to their members and that the course had been updated to include information on the revisions to the Code. They said that the provision of training in individual stations had proved to be very positive. The number of presenters attending had increased and such training provided an opportunity for part-time presenters to also attend.

The IBI forwarded confirmation from their members that, in line with the requirement of the revised Code, alcohol sponsorship for sports programmes or sports bulletins was no longer accepted.

RTE Radio

The Code to limit the exposure of young people to alcoholic drink advertising on radio requires that no alcohol advertising will be placed in programmes where more than 25% of the listeners are young people. In relation to RTÉ Radio 1, the Monitoring Body was aware that its audience profile did not bring its programming within the scope of the Code. They were also aware that in 2008 RTÉ 2FM did not accept alcohol advertising.

RTÉ Radio confirmed to the Monitoring Body that RTE Radio complies with the requirement that, “*No alcohol sponsorship of sports programming will be allowed including any sports bulletins*”. They also confirmed that their Programme Standards and Guidelines, which includes a section concerning alcohol which advises presenters that glamorisation of alcohol and the suggestion that excessive drinking is the norm should be avoided, was still in place. In relation to the requirement in the code that training programmes be put in place to ensure that presenters fully comply with the Code of Conduct for Presenters, RTÉ Radio said that formal training in the requirements of the Standards and Guidelines was included in the Radio Producer Training Course conducted for more than twenty new programme-makers in 2008. In addition they said that their normal evaluation of output draws attention to the need for responsible broadcasting about alcohol and that they would maintain vigilance, give directions and advice to broadcasters and programme-makers in accordance with the Standards and Guidelines.

Cinema

The two cinema contractors in Ireland, Carlton Screen Advertising and Pearl & Dean, submitted information to the Monitoring Body on a quarterly basis as follows:

- a. the advertising reels of proscribed⁸ films screened during the quarter;
- b. the advertising reels for all other films screened (so that those reels that carried alcohol advertising could be assessed);

In addition, Carlton Screen Advertising provided

- c. a statement on the number of films screened per quarter and the percentage deemed unsuitable for alcohol advertising;
- d. a statement on the actual audience profiles for each film screened during the quarter.

The Code requires that advertising of non-strength alcohol brands will account for no more than 25% (40% threshold under the previous Code) of the total advertising minutage [of each advertising reel].

Carlton Screen Advertising

While an assessment on a sample basis of the advertising reels submitted by Carlton Screen Advertising found no incidences where alcohol breached the appropriate threshold, Carlton Screen Advertising approached the Monitoring Body to advise it of a situation that had arisen in the week commencing October 17th. Carlton Screen Advertising's former head office in London was sold in 2008 and the separation of support functions took place in October 2008. Carlton Screen Advertising explained that despite months of testing the new systems and software, unforeseen problems arose which caused errors in reports on the levels of alcohol advertising within some advertising reels, resulting in a number of reels carrying 33% of alcohol minutage. As soon as this error came to their attention, they took steps to rectify it and brought it to the attention of the Monitoring Body.

The Monitoring Body noted the situation and the timely fashion in which it was corrected. They considered that it was appropriate that Carlton Screen Advertising had proactively brought the matter to the attention of the Monitoring Body.

Pearl & Dean

A similar assessment of advertising reels submitted by Pearl & Dean found no incidences where alcohol advertising exceeded the appropriate threshold.

⁸ Films which have been considered likely to have an audience of more than 25% under-18s.

Profiling of Films

The Code's requirement is: "Alcohol advertising will only be shown with films targeting an adult audience and where it is deemed that at least 75% of the attendance will be aged 18 or over". The process by which it is decided whether a film is suitable for alcohol advertising to be included in the advertising reel is as follows:

- Genre** • The genre of the film is obtained from the Internet Movie Database (IMDb) (www.imdb.com).
- Certification** • The certificate of the film is checked on the Irish Film Censor website (www.ifco.ie). Where the certificate is not yet decided, the film is designated To Be Confirmed (with an estimate of what the certificate might be, based on genre, etc.).
- Comparable Film** • IMDb is checked for a film that is similar, i.e. one that is, a) a film of a similar genre, b) a film with a similar storyline, and c) a film with a similar certificate (if confirmed certificate on new release is available).
 - When it is decided what the most appropriate comparable film is, its audience profile is checked against the Republic of Ireland Film Monitor (see below). If the comparable film had an audience where 75% or more were aged 18 years or over, then the new release is deemed suitable to run with alcohol advertising, otherwise the new release is deemed unsuitable to run with alcohol advertising and is proscribed.

The Monitoring Body considered that the method by which a film was designated proscribed or non-proscribed was appropriate. It noted that in 2008, 49.8% of films released were designated as proscribed, that is, they were deemed unsuitable for alcohol advertising.

- Republic of Ireland Film Monitor** • Carlton Screen Advertising explained that quarterly research is carried out by the cinema industry to identify trend information on cinema going and to establish cinema profiles. The research is conducted by Milward Brown IMS and is based on a quarterly sample of 1,000 – including a booster of 200 children. Carlton Screen Advertising submitted information on the results of research into the audience profiles of films which had screened during the year.

Where possible Carlton Screen Advertising, when estimating the audience profile for new releases, refer only to comparable films for which the profile was based on a sample size of 100 or more.

The Monitoring Body noted that the Republic of Ireland Film Monitor research indicated that in a number of cases the under-18s audience profile was greater than applicable threshold of the total audience. Examples are as follows:

Title	%18+	Sample Size	Profiled Against	%18+	Sample Size Comparative Movie
Lions for Lambs	65	179	Collateral	78	197
Rendition	71	92	Veronica Guerin	85	449
Death At A Funeral	71	151	Borat	83	305
Kite Runner	71	152	Last King of Scotland	82	190
Darjeeling Limited	74	66	Breakfast on Pluto	76	123

The Monitoring Body considered that, in the context of the films involved, there had been no breach of the Code.

Commissioned research

The surveys were carried out on behalf of the Monitoring Body by BBN Media.

The first survey was carried out in July 2008. Sixteen films were monitored, thirteen of which were proscribed films, that is alcohol advertising was not permitted in their advertising reels. In compliance with the Code, none of the advertising reels carried alcohol advertising. The remaining three films, which were non-proscribed, carried alcohol advertising and in two cases did not exceed the applicable threshold (40%). Alcohol advertising in the reel of the remaining film accounted for 42.5% of the total advertising time. While in excess of the 40% threshold, this was within the 6% leeway allowed under the 1st Edition of the Code. Nevertheless, the Monitoring Body asked the contractor involved, Carlton Screen Advertising, for an explanation.

Carlton Screen Advertising explained that their booking system indicated that there was no breach but when they investigated further it transpired that one advertisement had not been included in the reel, thereby reducing the total minutage of the reel and increasing the alcohol advertising percentage. They said that they had issued instructions to the personnel involved in preparing reels to exercise greater caution. The Monitoring Body noted the explanation and asked Carlton Screen Advertising to ensure that all cinemas check the content of advertising reels against the booking information.

The second survey was carried out in December 2008. Seventeen films were monitored, thirteen of which were proscribed films. In compliance with the Code, none of the advertising reels carried alcohol advertising.

Of the nine non-proscribed films, six advertising reels included alcohol advertising and three had no alcohol advertising. There were no breaches of the Code during this survey.

Outdoor

The Monitoring Body met with representatives of the Outdoor Media Association (OMA) in April 2008. The OMA outlined the steps they and their members had taken to ensure compliance with the requirements of the Code. The Monitoring Body noted the high level of commitment by the OMA to the Code.

The Monitoring Body commissioned research for Cycle 8, 2008 to assess compliance with the Code. The report demonstrated that there were a number of breaches.

Sites within 100 metres of a school entrance. Number of Breaches: 15

In commenting on the results, Poster Audit Bureau said that different measurements had been recorded on a number of sites from a variety of measurement systems, such as GPS and other computer mapping services. In relation to the latter, the site and school are mapped and a measurement recorded. However, this does not identify the school entrance and therefore can be an inaccurate measurement. All sites were re-measured using the 'measurement wheel', as used by architects, surveyors, etc. A number of sites which had been booked in good faith transpired to be in breach of the Code. Given that the sites have been re-measured, the Monitoring Body expects that this level of breach will not recur.

Group Sites where more than one alcohol advertisement was posted. Number of breaches: 7

In commenting on the results, the Poster Audit Bureau said that they had confirmation in each case, bar one, of the repair date, i.e. the date on which the clash was resolved.

Poster Audit Bureau said that, with the continuous cooperation and pro-active approach from the media owners in this area, they were confident that the next audit would show a major improvement.

Print / Digital

Following the introduction of the new codes which came into full operation from October 2008, the Monitoring Body has established a process to monitor compliance with the Codes and will report on the matter in the next Annual Report.

Sponsorship

The Monitoring Body wrote to alcohol companies involved in sponsorship in Ireland and requested their co-operation with the requirements of the Code. It is also examining how best to monitor compliance with the requirements of the Code.

05.

DETAILS OF COMPLAINTS RECEIVED AND ACTION TAKEN

The ASAI received no complaints during 2008 concerning possible breaches of the Voluntary Codes. One complaint had been carried over from 2007 and was resolved during 2008.

Code Provision	Complaint	In Breach
Poster - Distance from School	1	1

The situation has been resolved and the site has been marked as not appropriate for alcohol.

06.

OVERALL OUTCOME – SUMMARY AND CONCLUSIONS

The Monitoring Body concluded that there had been overall compliance in 2008 with the Voluntary Codes to limit the exposure of young people to alcohol drinks advertising. There were, however, a number of breaches of the Codes during the year. The Monitoring Body considered that the media partners to the Codes should ensure that they have proper procedures in place to prevent breaches occurring. We are satisfied generally that, where breaches were identified, immediate action was taken to rectify the situation and prevent a recurrence.

APPENDIXES

APPENDIX 1: Codes of Practice

General Principles of the Codes

The purpose of these Codes is to reduce the exposure of young people to alcohol advertising and marketing. The Codes also aim to limit the overall level of alcohol advertising and sponsorship across all media in Ireland.

1. The Codes are subject to review by the partners based on the findings of the AMCMB.
2. For the purposes of these Codes children/young people are defined as those under the age of 18. Adults are therefore defined as those over 18 years of age.
3. The Codes herein are based on the principle of audience profiling across all media and sponsorships whereby alcohol advertising/marketing is not permitted unless the relevant medium has an adult audience profile of 75% or greater.
4. In addition, where alcohol advertising is permissible under audience profiling a weight ceiling will apply across all media and sponsorships whereby alcohol advertising will be limited to no more than 25% of available space on any occasion.
5. The provisions of these Codes apply to all alcohol advertising, purchased in any media, based in the Republic of Ireland, and/or aimed at the Irish market place.
6. All alcohol advertisements must be pre-vetted and carry the Central Copy Clearance Ireland (CCI) stamp of approval before acceptance by any media.
7. All alcohol advertisers, agencies and media owners will co-operate and comply with requests from the Alcohol Marketing Communications Monitoring Body.

Television

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.

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.
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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 its audience.
 - (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.
 - (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.
 - (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.
 - (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.
 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.
 9. TV Broadcasters will co-operate and comply with other broader elements of the industry agreements including the Copy Clearance process and the AMCMB.
 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.
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Radio

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.

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 6a.m. to 10a.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 people's 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 station's 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.

Cinema

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.

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 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 Codes 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.

Outdoor Media

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.

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.
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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.

Print Media

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:

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.

Digital (Non-Broadcast) Media

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 and 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:

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.

Code of Practice for Sponsorships by Alcohol Drink Companies

Introduction

The Alcohol Beverage Federation of Ireland (ABFI) together with the Drinks Industry Group of Ireland (DIGI), and the Irish Advertising Industry represented by the Institute of Advertising Practitioners in Ireland (IAPI) and the Association of Advertisers in Ireland (AAI) have agreed to operate to the policies outlined below relating to alcohol drinks.

In particular they agree to abide by the International Chamber of Commerce (ICC) Code on Sponsorship. The contents of this code should therefore be read in conjunction with the ICC Code. The total implementation of a major sponsorship may encompass the use of a wide range of marketing elements/activities. This code is therefore intended to complement, where relevant, the existing framework of Legislation, Regulations and Co-Regulatory and Voluntary Codes covering the sale and general marketing of alcohol.

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.

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.

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.

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.

5. Venue

- (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.
- (ii) Events should, where possible/practical, be in a defined area with adequate security to control access to the event.
- (iii) Alcohol should be sold responsibly and in accordance with the licensing laws and guidance from the Gardai.
- (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.
- (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.
- (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.
- (vii) Prominent and visible responsible drinking promotional activity will take place at major events sponsored by alcohol brands or companies.

6. Access

- (i) Sponsor, promoter and sponsored party should work closely with the local authorities/ Gardai on all health and safety issues.
- (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.
- (iii) The promoter will reserve the right to refuse admission to intoxicated persons without compensation and will publicise same on ticketing.

7. Advertising the Event

- (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.
- (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.
- (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.
- (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.
- (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.
- (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.

8. Promotions at Events

- (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 self-regulatory codes. Complimentary drinks to be confined to designated, controlled access areas.
- (ii) No promotional mechanics, games etc will be allowed at these events designed to encourage excessive consumption.

Monitoring the Effectiveness and Compliance of the Codes of Practice on Alcohol Advertising and Sponsorship

1. Monitoring for compliance and effectiveness of the Codes herein will be overseen by a Monitoring Body appointed by the Minister for Health and Children.
2. The Body will be known as the Alcohol Marketing Communications Monitoring Body (AMCMB).
3. The Body will have an independent Chair and will consist of one representative nominated by the advertising industry, one representative nominated by the alcohol industry, one representative from the Broadcasting Commission of Ireland and two representatives nominated by the Department of Health and Children.
4. The AMCMB will take advice from a Consultative Panel, who will bring the views of a broader constituent of stakeholders to the attention of the AMCMB.
5. The Body will oversee the implementation of, and adherence to all the Codes of Practice defined herein which have been agreed between representatives of the advertising, alcohol and media communications industries and the Department of Health and Children. It will also monitor compliance with the Codes and measure the effectiveness of the provisions of the Codes to reduce the exposure of young people to alcohol advertisements.
6. The purpose of the Codes is to reduce the exposure of children and young people to alcohol advertisements. While the Body will largely decide on its operational methods it will have access to and will review data from a number of bodies including the Advertising Standards Authority of Ireland, Central Copy Clearance Ireland, AC Nielson, Joint National Listenership Research (JNLR), Irish Film Censor Reports (cinema), Joint National Readership Research, Joint National Internet Research etc.
7. The Body will also commission, if necessary, independent research across all media to assess adherence and effectiveness of the provisions of the Codes. This research will be funded by the Department of Health and Children.
8. The Body will produce an Annual Report for the Minister for Health and Children, which will be published. Immediately following publication, the Codes partners will be required to meet and consider the findings and recommendations contained in the Report and advise what further action, if any, may be necessary.

APPENDIX 2: Members of the Alcohol Marketing Communications Monitoring Body

Mr Peter Cassells, Managing Director
Peter Cassells Consultants Ltd., Chair, NCPP

Representatives nominated by the Department of Health and Children

Ms Olive McGovern⁹,
Office of the Minister for Children and Youth Affairs,
Department of Health and Children

Mr Brian Mullen, Principal Officer,
Health Promotion Unit, Department of Health and Children

Representative nominated by the Broadcasting Commission of Ireland

Mr Michael O’Keeffe, Chief Executive,
Broadcasting Commission of Ireland

Representative nominated by the advertising industry

Mr Brian Hayes, Managing Director,
Young Euro RSCG Communications Group

Representative nominated by the drinks industry

Mr Kieran Tobin, Communications and Corporate Affairs Director,
Irish Distillers Pernod Ricard

9. Ms McGovern attended her first meeting of the Alcohol Marketing Communications Monitoring Body on 12th February 2009

