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# LIMITING THE EXPOSURE OF YOUNG PEOPLE TO ALCOHOL ADVERTISING

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ALCOHOL MARKETING COMMUNICATIONS MONITORING BODY

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**ELEVENTH ANNUAL REPORT 2016**

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# 01.

## FOREWORD

We are pleased to present our Eleventh Annual Report (for 2016) to the Minister for Health. Our task as a Monitoring Body is to oversee the implementation of and adherence to Voluntary Codes of Practice to limit the exposure of young people under the age of 18 years to alcohol advertising.

As this 11th Annual Report shows there was compliance in 2016 by television, radio, cinema, outdoor advertisers and newspapers and magazines with the obligations set down in the Codes.

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

In 2016 there were no breaches identified. In previous years where breaches were identified, the Monitoring Body asked that procedures be put in place to prevent further breaches occurring. In addition, from time to time, we reminded media players of the need to adhere to the 'spirit of the Codes'. The aim of the Codes is to limit the exposure of young people to alcohol advertisement. As a Monitoring Body, we have determined that this overall obligation will take precedence when doubts arise about the meaning of certain sections of the Codes.

We are pleased to note the care taken by industry to ensure compliance with the Codes.

In December 2016, Peter Cassells, who had served as Chairman since the inception of the Monitoring Body, stepped down. The Members of the Monitoring Body would like to thank him for commitment and professionalism that he brought to the task of monitoring compliance with the Codes. We would also like to express our gratitude to the Advertising Standards Authority for Ireland, in particular Michael Lee, who provide us with secretarial and executive support.

*Alcohol Marketing Communications Monitoring Body*



## 02.

### INTRODUCTION

In 2002, the then 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 the Drinks Industry Group Ireland (DIGI)<sup>1</sup>, 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 by alcohol drinks companies of music and sports events. 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 agreed initiatives were subsequently put in place to deal with the Department's concerns.

#### 1. Initiatives

##### **Establishment of CopyClear<sup>2</sup>, formerly Central Copy Clearance Ireland Ltd. (CCCI)**

The CCCI was set up in February, 2003, and renamed CopyClear in 2014. It is jointly run by the AAI and IAPI 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 it is intended for use in any Irish media.

Advertisements are pre-vetted against the Broadcasting Authority for Ireland (BAI) regulations and the Advertising Standards Authority for Ireland<sup>3</sup> (ASAI) self-regulatory Code. Unless an advertisement conforms to these codes/regulations and acquires an approval number from CopyClear, no Irish media owner will accept it for publication. The Board of CopyClear 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 number of complaints made about alcohol advertising since 2003.

<sup>1</sup> The representative function for alcohol brands is now primarily undertaken by the Alcohol Beverage Federation of Ireland (ABFI).

<sup>2</sup> Central Copy Clearance Ireland trades as CopyClear, since March 2014.

<sup>3</sup> ASAI is the advertising self-regulatory body set up by the advertising industry (advertisers, agencies and media) to enforce the Code of Standards for Advertising and Marketing Communications in Ireland.



### **The Development of Media Weight and Placement Codes for TV, Radio, Cinema, Outdoor and the Internet**

Media Codes were also 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 then Minister for Health and Children. Prior to 2017, the BAI acknowledged and recognised these Codes in their General Commercial Communications Code. In 2017, they incorporated the relevant Broadcast provisions from these Codes into their Code. Following the review of the Codes in 2008, a Code for print and broad principles for the internet were also agreed. The Department and the industry indicated that a comprehensive code for the internet would be developed.

### **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. The Code was 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 BAI 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. That Report and subsequent Reports have shown a high level of compliance by advertisers and the media owners with the various Codes.

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## **2. Review of Codes**

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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. Revised Codes were agreed between the Department of Health and Children, the Alcohol Beverage Federation of Ireland (ABFI), the AAI and the IAPI.

These Codes (set out in full in Appendix 1) are complementary to existing statutory obligations and other voluntary Codes that exist in the area of alcohol advertising, such as the Codes of the BAI and the ASAI.



# 03.

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## OBLIGATIONS UNDER THE CODES OF PRACTICE

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### 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 marketplace.
6. All alcohol advertisements must be pre-vetted and carry the 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 AMCMB.

**The full codes are set out in Appendix 1.**



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## COMPLIANCE WITH THE CODES OF PRACTICE – MONITORING PROCESS

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The process for the control and monitoring of alcohol advertisements involves a number of steps. These include the copy clearance by CopyClear 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 ASAI of complaints concerning possible breaches of these Codes.

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### CopyClear

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

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

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### Alcohol Marketing Communications Monitoring Body

The function of the Monitoring Body is to oversee the implementation of, and adherence to, the Alcohol Marketing, Communications and Sponsorship Codes of Practice agreed between representatives of the advertising, drinks and media communications industries and the Department of Health. The members of the Monitoring Body are listed in Appendix 2.

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



### Active Monitoring by the Monitoring Body

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 proscribed<sup>4</sup> and non-proscribed<sup>5</sup> films.

**Radio:**

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

Radio logs for particular dates which set out all advertising carried, the time at which it was carried and the length of the commercial.

**Outdoor:**

Reports which detailed, for a number of booking cycles<sup>6</sup>, all alcohol advertisements and the locations in which they were placed.

**Print:**

Reports detailing the alcohol advertising carried for particular dates and what percentage of the total advertising that comprised.

### Complaints System Established by the Monitoring Body

As in previous years, the ASAI investigated any complaints concerning possible breaches of the Codes. The ASAI submits reports to the Monitoring Body detailing the complaint investigations and their outcome. In 2016, 7 complaints were received and resolved under the Codes. Details are given on page 19.

### 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:**

Havas Media 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 all the alcohol advertisements that had run on the following sample dates:

- 20th October 2015
- 19th March 2016
- 11th June 2016
- 30th July 2016



<sup>4</sup> Films which have been considered likely to have an audience of more than 25% under-18s.  
<sup>5</sup> Films which have been considered likely to have an audience of more than 75% 18s and over.  
<sup>6</sup> The outdoor booking calendar consists of 26 two-week cycles.

Three checks were then made to ensure compliance with the Code. Firstly, comparisons were made against the profile information submitted by the broadcasters to check that no advertising was placed in a time period which the applicable quarterly profile indicated had an under-18 audience greater than 25%.

Secondly, the independent reports were checked to ensure that there was compliance with the provision that:

- a maximum of 25% of sold advertising time related to alcohol advertising,
- no more than one in four advertisements related to alcohol, and
- that there were no more than two alcohol advertisements in any advertising breaks.

Thirdly, the independent reports were checked to ensure that there was no alcohol advertising in breakfast time (6am – 10am).

**Cinema:**

Information was requested for non-proscribed films and for proscribed films for the following dates:

23rd October 2015

18th March 2016

10th June 2016

29th July 2016

**Outdoor:**

In relation to outdoor, the Monitoring Body commissioned reports from Poster Audit Bureau for the following cycles:

Cycle 20, 2015      21st September – 4th October

Cycle 12, 2016      6th – 19th June



# 05.

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## DETAILS OF ACTIVE MONITORING UNDERTAKEN BY THE MONITORING BODY

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### Television

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The Monitoring Body received the following quarterly profiles from Radio Telefís Éireann (RTÉ), TV3 and 3e, TG4, eir Sport, UTV Ireland (now part of the TV3 Group) and Sky Ireland.

The profiles are based on information from Nielsen Media Research (NMR)<sup>7</sup>.

October – December, 2015

January – March, 2016

April – June, 2016

July – September, 2016

### Opt-Out Channels

The Codes include a commitment by the members of the DIGI and the ABFI to ensure that the principles of the television code are extended, as far as is possible, to the opt-out TV channels that accept alcohol advertising aimed specifically at a Republic of Ireland audience. The Monitoring Body is satisfied that this commitment is being met by all relevant parties, including the sales houses that sell and manage space on behalf of opt-out TV channels aimed at a Republic of Ireland audience.

### 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 Codes.

*Outcome of Monitoring: No breaches*



<sup>7</sup> Nielsen Media Research provides audience measurement ratings for television stations.

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## Radio

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The process for monitoring compliance with the Radio Code involves a number of steps. The IBI compiles a list of programmes which have a youth audience and which should, therefore, not carry alcohol advertising. This list is provided to both the BAI and the Monitoring Body.

The ASAI, on behalf of the Monitoring Body, requests the advertising logs from all radio stations for sample dates twice each year. These logs are assessed for compliance with the provisions of the Code and any breaches are reported to the Monitoring Body. A copy of the compliance report is made available to the BAI through the membership of Michael O’Keeffe, Chief Executive, BAI, on the Monitoring Body. In keeping with their standard monitoring practice, the BAI’s monitoring of a station’s broadcasting output has regard to alcohol advertising in the context of both broadcasting content and the advertising logs submitted in response to a request for such material by the BAI.

The Monitoring Body received information from the following radio station

4FM	Ocean FM
Beat 102103	Q102
Clare FM	Radio Kerry
Cork’s 96&103FM	Radio Nova
Dublin’s 98	Red FM
East Coast	RTÉ 1
FM104	RTÉ 2FM
Galway Bay FM	RTÉ Lyric
Highland Radio	Shannonside
I102-104	South East Radio
KCLR 96FM	Spin 1038
KFM	Spin South West
Live 95FM	Sunshine 106.8FM
LMFM	Tipp FM
Midlands 103	Today FM
MidWest Radio	WLR FM
Newstalk	Northern Sound

Radio stations were asked to provide advertising logs for

- 24th October 2015 and 29th October 2015
- 8th June 2016 and 11th June 2016

*Outcome of Monitoring: No breaches.*



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## Cinema

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The following information was submitted to the Monitoring Body by Wide Eye Media<sup>8</sup> for a number of dates during the year:

- a. the advertising reels of proscribed<sup>9</sup> films screened during the quarter,
- b. the advertising reels for all non-proscribed<sup>10</sup> films screened (so that those reels that carried alcohol advertising could be assessed),
- 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 Cinema Code requires that advertising of non-strength alcohol brands will account for no more than 25% of the total advertising minutage of each advertising reel.

*Outcome of Monitoring: No breaches.*

### Profiling of Films

The Cinema Code requires that: *“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 includes the consideration of the following:

- Genre** The genre of the film is obtained from the Internet Movie Database (IMDb) ([www.imdb.com](http://www.imdb.com)).
- Certification** The certificate of the film is checked on the Irish Film Censor website ([www.ifco.ie](http://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) of a similar genre,
  - b) has a similar storyline, and
  - c) has a similar certificate (if a 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.



<sup>8</sup> Previously Carlton Screen Advertising.

<sup>9</sup> Films which have been considered likely to have an audience of more than 25% under-18s.

<sup>10</sup> Films which have been considered likely to have an audience of more than 75% 18+.

The Monitoring Body considered that the method by which a film was designated proscribed or non-proscribed was appropriate.

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 Millward Brown IMS and is based on a quarterly sample of 1,000 – including a booster of 200 children. Wide Eye Media submitted information on the results of research into the audience profiles of films which had screened during the year.

**Republic of Ireland  
Film Monitor**

Where possible Wide Eye Media, 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 some of the films surveyed had actual 18+ audiences of less than 75%. In assessing compliance with the Code, the Monitoring Body takes note of the comparator film that has been chosen and which is a key indicator in whether alcohol advertising is permitted in the advertising reel of the current film being considered. They examined the choice of comparator films and whether they, when surveyed, had a sample sizes of 100 or more.

*Outcome of Monitoring: No breaches*

**Commissioned Research**

The compliance with the Cinema Code in previous years had been very high and in 2016 Commissioned Research was not carried out. This area will continue to receive consideration by the Monitoring Body to ensure that an appropriate level of oversight is achieved



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## Outdoor

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The Monitoring Body received information from the following contractors:

- Exterion Media\*
- Clear Channel\*
- JC Decaux\*
- Master Media
- MRS Media
- National Outdoor
- Outdoor Works
- Pzazz Media
- Regan Advertising

*\*Members of the Outdoor Media Association.*

The outdoor contractors were asked to provide details of the advertising they carried, by format, and to indicate which were for alcohol and which were not. The cycles for which this information was requested were:

Cycle 20, 2015	21st September – 4th October
Cycle 12, 2016	6th – 19th June

*Outcome of Monitoring: No breaches.*

## Commissioned Research

Poster Audit Bureau provided reports for Cycle 20, 2015 and Cycle 12, 2016.

*Outcome from Commissioned Research: No breaches.*

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## Print

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### Magazine and Regional Press

As reported in earlier Annual Reports, due to the very low volume of alcohol advertising in the regional press and magazine sector, the Monitoring Body does not consider that structured, ongoing monitoring is appropriate. At the request of the Monitoring Body, the ASAI remains mindful of the provisions of the Print Code when conducting their own monitoring programme (against the ASAI Code) and will report any likely breaches of the Print Code to the Monitoring Body. No issues were identified by them in 2016.



## National Newspapers

Daily and Sunday newspapers were asked to provide information as follows:

Daily Papers		Sunday Papers
For the week commencing	Within that week, for the following specified date	For the following dates
19th October 2015	22nd October 2015	25th October 2015
14th March 2016	19th March 2016	20th March 2016
6th June 2016	10th June 2016	5th June 2016
25th July 2016	29th July 2016	24th July 2016
<b>Information requested:</b> <ul style="list-style-type: none"> <li>The total volume of advertising space sold</li> <li>The total volume of alcohol advertising space sold</li> </ul>	<b>Information requested:</b> <ul style="list-style-type: none"> <li>A list of all advertising detailing the volume of each advertisement</li> <li>A list of all alcohol advertising detailing the volume of each advertisement</li> <li>Or a combined list, provided the alcohol advertising can be clearly identified.</li> </ul>	

*No breaches were identified.*

## Digital

The Codes provide that a comprehensive Code for digital media will be agreed between the ABFI, the AAI, the IAPI and the internet representatives in Ireland accepting advertising aimed at the Irish marketplace. In the meantime, the Monitoring Body has been considering how it will monitor this sector.

The Monitoring Body noted that, in any event, the content of alcohol advertising on digital media, in both paid-for and non-paid-for space, was subject to the rules of the ASAI Code of Standards for Advertising and Marketing Communications.

## Sponsorship

The Monitoring Body had previously received confirmation of compliance with the requirements of the Sponsorship Code from the drinks companies operating in Ireland. A number of companies indicated that they do not carry out sponsorships.

The Monitoring Body are satisfied that the companies were aware of, and committed to, the provisions of the Code.



Information was provided by the following companies who do engage in sponsorship – about the events that they were sponsored in 2016.

- Barry Fitzwilliam
- Bulmers
- Coole Swan
- Diageo
- Edward Dillon
- Heineken
- Irish Distillers Pernod Ricard
- Richmond Marketing



# 06.

## DETAILS OF COMPLAINTS RECEIVED AND ACTION TAKEN

The ASAI received seven complaints in 2016.

Code provision	Complaints	In breach	Not in breach/ Complaints
<p><b>Outdoor Code:</b> 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.</p> <p>Three complaints were received about a bus shelter advertisement on the grounds that it was beside a children's playschool. The Code does not apply to playschools and there was no breach of the Code involved.</p> <p>A complaint was received about a 48 sheet billboard as the complainant considered it was within 100 metres of two national schools. Information received from the poster contractors indicated that the poster site was in excess of 100 metres from the schools and no breach of the Code was involved.</p>	3	0	3
<p><b>Television Code:</b> 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.</p> <p>Two complaints were received about advertising on two separate occasions on the basis that the programming involved would have a significant child audience.</p> <p>As audience profile provided to the ASAI by the broadcasters demonstrated that in excess of 75% of the audience as 18+, there was no breach of the Code involved.</p>	1	0	1
<p>Two complaints were received about advertising on two separate occasions on the basis that the programming involved would have a significant child audience.</p> <p>As audience profile provided to the ASAI by the broadcasters demonstrated that in excess of 75% of the audience as 18+, there was no breach of the Code involved.</p>	2	0	2
<b>Outcome of Assessed Complaints</b>	<b>6</b>	<b>0</b>	<b>6</b>
A further complaint received did not provide sufficient detail for the ASAI to determine the basis for complaint.			
<b>Total Complaints: 7</b>			

# 07.

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## OVERALL OUTCOME – SUMMARY AND CONCLUSIONS

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The Monitoring Body concluded that there had been overall compliance in with the Alcohol Marketing, Communications and Sponsorship Codes of Practice in 2016.

No breaches were identified during the year.



## APPENDICES

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### 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 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.



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## TELEVISION

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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.
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 Authority of Ireland.
4. Family 'breakfast' TV time (6am -10am) will be treated as children's viewing time and will not carry any alcohol advertising.
5. No alcohol sponsorship of sports programming will be allowed including any sports bulletins.
6. No solus/whistle breaks advertising spots for alcohol brands will be allowed during sports broadcasting.
7. Each Broadcaster will produce and provide promptly to the Alcohol Marketing Communications Monitoring Body (AMCMB) a profile of it's audience.
  - (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

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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 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.
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 Authority of Ireland (BAI) that will not carry alcohol advertising. The BAI will independently validate the list.
7. The BAI 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), RTÉ and the BAI 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.

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## CINEMA

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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 Cinema Audience Industry Research. This is a quarterly monitor with a sample of 1,000 adults and a booster of 200 children nationally weighted within the Republic of Ireland. It is conducted independently by Irish Marketing Surveys Ltd.
  - The results of this research consistently indicate that the certificate of a film does not always indicate the target audience of the film.
3. Where alcohol advertising is permissible under audience profiling, advertising from all alcohol brands should account for no more than 25% of total advertising minutage sold per screening.
4. No alcohol advertisements will be shown outside of the main advertising reel.



5. Every commercial exhibited on Cinema screens must be processed through the Cinema Advertising Association (CAA). The CAA is an independent committee of appointed experts.
6. The CAA strictly abides by the Code of the Advertising Standards Authority for Ireland.
7. The Irish Film Censor's Office advises the Cinema Industry on their judgement of the target audiences of films.
8. The Cinema Industry will co-operate and comply with the other broader elements of the industry agreement including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body.

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## OUTDOOR MEDIA

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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.
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 either T-Sides or Supersides on the exterior of a bus. 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.



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**PRINT MEDIA**

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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.

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### **DIGITAL (non-broadcast) MEDIA**

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It is proposed to develop a comprehensive code for digital media i.e. online display advertising (including streamed formats), sponsorships, promotions, e-mail marketing, blogs and other forms of user generated content, ipTV, mobile display & text advertising for alcohol advertising. Such a code will be in the context of the rapid evolution of this media and will, therefore, require frequent revision and updates. It is proposed that the codes will be agreed between the Alcohol Beverage Federation of Ireland, the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and internet representative bodies based in the Republic of Ireland accepting advertising aimed at the Irish marketplace. In the interim it is the intention of the Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland to comply, as far as possible, with the provisions outlined below. It will incorporate the following points:

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. JNLR, 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 75% 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 Licensing 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 Authority 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 for Ireland, Central Copy Clearance Ireland, AC Nielsen, 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 Code partners will be required to meet and consider the findings and recommendations contained in the Report and advise what further action, if any, that may be necessary.



## APPENDIX 2:

### Members of the Alcohol Marketing Communications Monitoring Body

#### Chairman

- Vacant  
(Mr Peter Cassells, Managing Director, Peter Cassells Consultants Ltd. stepped down in 2016 and a replacement is awaited)

#### Representatives nominated by the Department of Health

- Mr Harry Harris,  
Tobacco & Alcohol Control Unit, Department of Health
- Vacant  
(Dr Seán Denyer, Department of Children and Youth Affairs  
Dr Denyer stepped down in December 2016 and a replacement is awaited).

#### Representative nominated by the Broadcasting Authority of Ireland

- Mr Michael O’Keeffe, Chief Executive,  
Broadcasting Authority of Ireland

#### Representative nominated by the advertising industry

- Mr Ciaran Cunningham, CEO  
Carat Ireland

#### Representative nominated by the drinks industry

- Mr Ross MacMathuna,  
Alcohol Beverage Federation of Ireland.  
(Mr MacMathuna was replaced in 2017 by Ms Patricia Callan, Alcohol Beverage Federation of Ireland.



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