

Alcohol Code for 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. RTÉ work to an audience profile of 78%.

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 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 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 presented.

Alcohol Advertising and Retailers - Television

A retail advertisement containing alcohol will be subject to either Full Alcohol restrictions or Part-Alcohol restrictions.

Full alcohol restrictions are the same restrictions that apply to a branded alcohol advertisement. Part-Alcohol restrictions apply to the period of 6am to 10am on all Radio and Television channels, RTÉ programming and the "Big Big Movie".

Advertisements are considered Full Alcohol unless the majority of the products being promoted are non-alcohol. For example, a retail advertisement which includes offers on three products can only be regarded as a part-alcohol advertisement if two of the products are non-alcoholic. A four product promotion would require that three of the products are non-alcoholic in order to avoid additional time and station restrictions applicable to branded alcohol advertising.

It is important to note that in addition to the number of different products being promoted if there is excessive emphasis on the alcohol element or a disproportionate amount of alcohol featuring within the advertisements then full alcohol restrictions would apply.