

EN
E-009764/2011
Answer given by Mr Dalli
on behalf of the Commission
(14.12.2011)

The Audiovisual Media Services Directive¹ prohibits the targeting of alcohol advertising to minors on television, including television and the internet. For other forms of online communication such as social media, the Commission encourages self-regulation by internet service providers and alcohol producers.

Some social media providers implement on a voluntary basis policies which prohibit the targeting of alcohol advertisements to young people. Leading alcohol producers implement on a voluntary basis codes of conduct which prohibit the targeting of alcohol advertising in any media to under-age youngsters (the minimum age for selling or serving alcoholic beverages being 18 years in most EU countries).

Protecting children and young people is a key priority of the EU alcohol strategy². In the context of the Alcohol and Health Forum, a platform set up to step up voluntary action, strengthened their codes of commercial communication. Progress includes a move towards not advertising in media where minors make up over 30% of the audience. Some alcohol producers are also extending their codes of conduct for alcohol advertising to digital media, including social media.

While the Commission has no plans for regulatory action in this area, it follows closely the performance of self-regulatory approaches. The Commission has recently launched a study to assess young people's exposure to alcohol advertising in audiovisual and online media, including a case study focussed on social network media. The results will be available in 2012.

¹ Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 amending Council Directive 89/552/EEC (OJ L 332/27, 18.12.2007).

² Communication from the Commission of 24 October 2006, "An EU strategy to support Member States in reducing alcohol-related harm", COM (2006) 625 final.

http://eur-lex.europa.eu/LexUriServ/site/en/com/2006/com2006_0625en01.pdf