
LIMITING THE EXPOSURE
OF YOUNG PEOPLE
TO ALCOHOL ADVERTISING

ALCOHOL MARKETING COMMUNICATIONS MONITORING BODY

SECOND ANNUAL REPORT 2007

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FOREWORD

On behalf of the Alcohol Marketing Communications Monitoring Body, I am pleased to present our second Annual Report (for 2007) to the Minister for Health and Children.

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 Second Annual Report shows, there was overall compliance in 2007 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 proper procedures be put in place to prevent further breaches occurring.

In order to improve the operations of the Codes, we made in our Annual Report for 2006 (submitted in July 2007), a number of recommendations for consideration by the parties to the Codes. Discussions have been held between the Department of Health and Children and the industry on these and other recommendations and we look forward to a positive response in due course.

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 these Codes. I would also like to express my gratitude to the Advertising Standards Authority for Ireland, in particular to 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 December 2005, the Minister for Health and Children set up the Alcohol Marketing Communications Monitoring Body (the Monitoring Body) to oversee the implementation of and adherence to the Voluntary Codes of Practice to limit the exposure of young people to alcohol advertising. These Codes were agreed between the Department of Health and Children and representatives of the advertising, drinks and media communications industries.

Context for the introduction of the Voluntary Codes of Practice to limit the exposure of young people to alcoholic drink advertising.

Prior to 2000, the number and range of alcoholic beverages had grown significantly in Ireland and included a range of new drinks, some of which had a strong appeal to those under age and to young adults, i.e. Ready To Drink products.¹ The Health Promotion Unit of the Department of Health and Children had concerns in relation to the advertising of these drinks and commissioned the Centre for Health Promotion Studies at NUI Galway to examine the impact of alcohol advertising on teenagers.²

International and national research showed that alcohol marketing influences young people's decision to drink through emotional appeal. A report prepared by research experts for the WHO concluded that "exposure to and enjoyment of alcohol advertising predicts heavier and more frequent drinking among young people". The research undertaken by the Centre for Health Promotion Studies and published in November 2001 also supported the finding that teenagers were strongly attracted to alcohol advertising. Most believed that alcohol advertisements were targeted at young people, depicting activities synonymous with their social activities – dancing, clubbing, lively music and risqué activities. The study concluded that the most vulnerable among adolescents were the 12–14-year age group as they perceived the alcohol advertising messages as saying that alcohol could "help them have fun, make friends and become popular and those that don't drink are missing out".³

A Strategic Task Force on Alcohol was established by the Department of Health and Children in January 2002 and produced an Interim Report in May of that year. The Task Force published its second report in September 2004.

1. From 2003, following a voluntary agreement by industry, Ready To Drink products were not advertised on Irish broadcast media.

2. The Impact of Alcohol Advertising on Teenagers in Ireland (2001), Centre for Health Promotion Studies, NUI, Galway, and the Department of Health and Children.

3. Following representations from the Department of Health and Children in 2001 during the regular review of the ASAI Codes, the alcohol provisions of the Code of Advertising Standards for Ireland were strengthened in a number of areas. These included the prohibition of any suggestion that drinking could contribute to social or sexual success and the prohibition of treatments that would appeal to minors.

Concerns around alcohol advertising were articulated at meetings of the Task Force and, on page 20 of its Interim Report, under the heading 'Protect children and reduce the pressure on adolescents to drink', the Task Force recommended, among other measures, the following:

Reduce the exposure of children and adolescents to alcohol marketing:

- (a) Limit where alcohol advertisements can be placed: TV, radio, cinema, magazines, schools, youth centres, public transport, public buildings, etc. (**placement issues**)
- (b) Ensure the content of alcohol advertisements does not appeal to children or adolescents. (**content issues**)
- (c) Ban drinks industry sponsorship of children and adolescents' leisure-time activities. (**sponsorship**)
- (d) Set up a steering group in co-operation with the drinks and advertising industries to establish an independent monitoring mechanism to ensure compliance with Codes and regulations. (**monitoring**).

The Department subsequently drafted the heads of a Bill to restrict alcohol advertising and the heads were approved by Government.

In parallel with this process, the Department approached representatives from the relevant industries. These representatives, from the advertising, drinks, communications and media sectors, were informed of the Department's concerns. They were advised that a Bill on Alcohol Products, which would restrict alcohol advertising and marketing practices, was being drafted. The industry acknowledged the concerns and asked for time to respond on an incremental basis.

The first response of the industry was to establish Central Copy Clearance Ireland (CCCI). Details of the CCCI process are given on page 8.

In response to the Department's concerns about placement and content, the industry proposed voluntary Codes of practice. In the case of broadcast and cinema placement, they proposed a system of audience profiling. It was agreed that, in relation to broadcasting, no advertising for alcohol would be booked by the drinks industry or placed by the broadcasters in any programming where more than 33% of the audience was under the age of eighteen years.

In addition, no advertising for alcohol would be placed in any programming specifically aimed at children or young people. This applied to television, radio and cinema. Some of the agreements reached in relation to outdoor advertising included a restriction that alcohol advertising would not be placed within 100 metres of schools and that buses and bus shelters would not contain wrap-around alcohol advertisements.

It was also agreed between the various parties to the Codes that an independently chaired monitoring body would be established to oversee the implementation of the Codes. The Department was hopeful that the Codes would result in a significant reduction in the exposure of young people to alcohol advertisements, which is the objective of the recommendation of the Task Force. Consequently, it was decided to delay the introduction of the Bill, pending the outcome of the implementation of the Voluntary Codes. The Minister for Health and Children retains the option of the reactivating the Bill if the Codes do not prove to be effective.

The First Annual Report of the Alcohol Marketing Communications Monitoring Body was sent to the Minister for Health and Children on 19th July 2007. The Monitoring Body was mandated to continue its work during 2007. Arising from the publication of the First Annual Report, discussions on amendments to the Voluntary Codes are being held between the Department of Health and Children and the industry. These discussions are ongoing and were not finalised before the end of 2007.

02.

OBLIGATIONS UNDER THE VOLUNTARY CODES OF PRACTICE

- For the purposes of this policy, young people will be defined as those under the age of eighteen years.
- All alcohol advertisements must carry the Central Copy Clearance Ireland (CCCI) stamp of approval before acceptance.

Cinema Code

- The cinema industry will not accept alcohol advertising from strength alcohol brands.
- Advertising from non-strength alcohol brands will account for no more than 40% of total advertising minutage.
- Alcohol advertising will only be shown with films targeting an adult audience and where it is deemed that at least 75% of the attendances will be aged 18 or over.

Outdoor / Ambient Code

- No advertising for any alcoholic drinks will be placed within 100 metres of a primary or secondary school entrance.
- No wrap-around alcohol advertisements will be placed on bus shelters.
- No wrap-around alcohol advertisements will be placed on individual buses.
- No wrap-around alcohol advertisements will be placed on train or light rail carriages.
- No wrap-around alcohol advertisements will be placed on taxis.
- There will be no domination by any alcoholic drinks brand of a train or bus station. (Domination here means more than 33% of available space.)
- A maximum of one face on a prismatic/scrolling unit will display alcohol advertising.
- A maximum of one panel in any group of hoardings will display alcohol advertising.
- A maximum of one in three bus or train interior/exterior panels will display alcohol advertising.
- There will be no alcohol advertising on mesh building banners. .

Radio Code

- Programmes aimed at young people will not carry branded alcohol advertising.
- A Code of Conduct for presenters will be introduced, whereby speech content that glamorises or encourages over-consumption or abuse of alcohol is banned. Independent Broadcasters of Ireland (IBI) will draft the Code in consultation with the BCI and the Department of Health and Children. IBI will undertake to develop appropriate training packages to ensure that its members fully comply with the Code, and will agree to an appropriate monitoring mechanism.

Television Code

- No advertising for alcohol will be booked by an alcoholic drinks advertiser or his/her agency or placed by the broadcasters in any programming where more than 33% of the audience is under the age of eighteen years.
- No advertising for alcohol will be placed in any programming specifically aimed at children or young people.

The Codes are set out in full in Appendix 1

03.

COMPLIANCE WITH THE VOLUNTARY 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 Voluntary Codes to limit exposure of young people to alcoholic drink advertising and the investigation by the Advertising Standards Authority for Ireland (ASAI)⁴ of complaints concerning possible breaches of these Voluntary 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.

A presentation by Michael Caraher, CCCI Board Member and Chief Executive of the Association of Advertisers in Ireland, was made to the Monitoring Body on the CCCI system and the CCCI Annual Report of 2006. Mr Caraher outlined the clearance process and the Monitoring Body noted that CCCI clearance remained valid for only 12 months; advertisers wishing to reuse advertisements had to resubmit them for clearance. This ensured that any developments or trends could be taken account of on an ongoing basis.

Alcohol Marketing Communications Monitoring Body

The members of the Monitoring Body are listed in Appendix 2. The function of the Monitoring Body is to oversee the implementation of, and adherence to, the Voluntary Codes of Practice

⁴ 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.

agreed between representatives of the advertising, drinks and media communications industries and the Department of Health and Children. The full terms of reference are set out in Appendix 3.

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.

Active monitoring by the Monitoring Body

During the year, reports were received as follows:

Television: Quarterly profiles for each day of the week giving the percentage of under-18s viewing for each half-hour segment between 3pm and 10pm. While the Code requires that broadcasters report on the audience profile between 3pm and 10pm, a number of broadcasters reported on their audience profile between 7am and 10pm. These were: RTÉ, TG4 and TV3.

Cinema: Quarterly reports on the advertising reels for proscribed⁵ and non-proscribed⁶ films.

Radio: Updates from Independent Broadcasters of Ireland on the development of a Code of Conduct for presenters.

Outdoor: Reports which detailed for two booking cycles⁷ advertisements which were placed within 100 metres of school entrances and, in addition, all alcohol advertisements and the locations in which they were placed.

Complaints system established by the Monitoring Body

As in 2006, the ASAI investigated any complaints concerning possible breaches of the Voluntary Codes to limit the exposure of young people to alcoholic drink advertising. The ASAI submitted a report to each meeting of the Monitoring Body detailing the complaints received and the outcome. Details of the complaints are given on page 21.

⁵ Films which have been considered likely to have an audience of more than 25% under-18s.

⁶ Films which have been considered likely to have an audience of more than 75% over-18s.

⁷ The outdoor booking calendar consists of 26 cycles each of two weeks.

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:

- 19 – 25 February 2007
- 14 – 20 May 2007
- 13 – 19 August 2007
- 17 – 23 December 2007

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 33%. (For example, the quarterly profile for October – December 2006 is the applicable profile for use in the period January – March 2007.)

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 2007. 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 will commission research to assess compliance with the Outdoor Code requirements and will report on the outcome of this research in their next Annual Report.

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 Nielsen Media Research (NMR).⁸

Commissioned research: As explained earlier on page 10, comparisons were made with the profile information submitted by the television stations 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 33%. (For example, the quarterly profile for October – December 2006 is the applicable profile for use in the period January – March 2007.)

Radio Telefís Éireann (RTÉ)

RTÉ submitted quarterly profiles for October – December 2006, January – March 2007, April – June 2007 and July – September 2007. As in the previous year, the Monitoring Body noted that, although the profiles indicated an under-18 viewership of below 33%, 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: There were no incidences where alcohol advertising was placed in a half-hour period with an applicable under-18 audience profile of greater than 33%.

⁸ Nielsen Media Research provides audience measurement ratings for television stations.

TV3

TV3 submitted profiles for October – December 2006, January – March 2007, April – June 2007 and July – September 2007.

Outcome of commissioned research: No breaches
There were no half-hour periods which had an under-18s audience profile of greater than 33%.

TG4

TG4 submitted profiles for October – December 2006, January – March 2007, April – June 2007 and July – September 2007.

Outcome of commissioned research: No breaches
There were no incidences where alcohol advertising was placed in a half-hour period with an applicable under-18 audience profile of greater than 33%.

Channel 6

Channel 6 submitted profiles for October – December 2006, January – March 2007, April – June 2007 and July – September 2007.

Outcome of commissioned research: One breach

13 – 19 August 2007: Number of half-hour periods in breach of Code: One

Date	No. of advertsments	Half-hour period	Under-18s (%)
16/01/06	1	20.30 - 20.59	33.9

Setanta Ireland

Setanta Ireland submitted quarterly profiles for October – December 2006, January – March 2007, April – June 2007 and July – September 2007.

Outcome of commissioned research: Seven breaches

19 - 25 February 2007: Number of half-hour periods in breach of Code: One

Date	No. of advertsments	Half-hour period	Under-18s (%)
22/02/07	1	17.30 - 17.59	41.1

14 – 20 May 2007: Number of half-hour periods in breach of Code: Two

Date	No. of advertsments	Half-hour period	Under 18s (%)
15/05/07	1	15:00 – 15:29	38.4
18/05/07	1	16:30 – 16:59	46.7

13 - 19 August 2007: Number of half-hour periods in breach of Code: Two

Date	No. of advertsments	Half-hour period	Under 18s (%)
16/08/07	1	17.30 - 17.59	41.1
17/08/07	1	17.00 - 17.29	34.6

17 - 23 December 2007: Number of half-hour periods in breach of Code: Two

Date	No. of advertsments	Half-hour period	Under 18s (%)
18/12/07	1	16.00 - 16.29	51
18/12/07	1	16:30 – 16:59	34.2

The Monitoring Body expressed its concerns to Setanta about the identified breaches. It was concerned that Setanta did not appear to fully understand the Code requirement as, in responding to the Monitoring Body, Setanta said that they had placed a bar on alcohol advertisements in any advertising break where children constituted more than 33% of the predicted audience. The Monitoring Body has written to Setanta outlining the basis on which compliance with the Code is assessed, i.e. that alcohol advertising should not be placed in any half-hour period where the applicable quarterly profile indicates a greater than 33% under-18 audience. The Monitoring Body noted, however, that the occurrence of breaches in 2007 had been reduced to half that in 2006 and was hopeful that, by continuing to work with Setanta, they could ensure that there would be no further breaches of 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. The Monitoring Body is examining methods by which compliance with the Voluntary Code by local and regional television channels can be monitored.

In the meantime, the Monitoring Body requested City Channel to provide information on the extent of alcohol advertising carried during the week commencing 17th December 2007. City Channel were also asked to indicate the programming during which the advertising was carried. City Channel said that only one alcohol advertisement was carried and this was around their Polish programme "Oto Polska". The dates and times of transmission were:

Date	Time	Number of Times advertisement aired
18 December 2007	19:00 – 20:00	2
20 December 2007	21:00 – 22:00	2
22 December 2007	23:00 – 00:00	2

Radio**Independent Broadcasters of Ireland (IBI)**

Programmes: As indicated in the 2006 Annual Report, 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 2007 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 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 2007.

Code of Conduct for Presenters: 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 did not comply with this requirement in 2006. They did however develop such a Code in 2007 (see Appendix 4 on page 30).

General: The IBI informed the Monitoring Body that it had developed two responsible drinking advertisements which their member stations had run from 21 December 2006 to 9 February

2007. Each station had committed to running a minimum of three spots per day for the duration of the campaign. The stations had been asked to bear in mind the particular relevance of the message during time slots when high proportions of the audience were likely to be aged under 18. IBI said that member stations planned to use the advertisements at specific times during the year, such as Bank Holidays. IBI also held a second training session on the Voluntary Codes for presenters.

RTE Radio

RTE Radio Programmes: 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 33% 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 RTÉ 2FM did not accept alcohol advertising.

Code of Conduct for Presenters: As indicated in the 2006 Annual Report, RTE's Programme Standards and Guidelines includes a section concerning alcohol which advises presenters that glamorisation of alcohol and the suggestion that excessive drinking is the norm should be avoided (see Appendix 5 on page 34).

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 proscribed⁹ 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);
- 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 40% of the total advertising minutage [of each advertising reel]. As indicated in the 2006 report, the Department of Health and Children agreed that a leeway of an additional 6% was acceptable to allow for the situation in which an alcohol advertisement was longer than the time that it was booked for.

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

Carlton Screen Advertising

An assessment of the advertising reels submitted by Carlton Screen Advertising during the second quarter of the year indicated that the proportion of alcohol advertisements in a number of advertising reels exceeded the 40% threshold, ranging from 40.4% to 42.5%. While within the leeway agreed with the Department of Health and Children, the Monitoring Body asked Carlton to explain why the situation might occur in which the booked length of an advertisement was different from the actual length.

Carlton Screen Advertising explained as follows:

(1) The difference in running time between TV commercials (25 frames per second) and cinema commercials (24 frames per second) means that a 30-second TV ad plays for 31.25 seconds in the cinema.

(2) In general, the running time of some advertisements can be nominal when accepted by sales, and programmed accordingly, but a 30-second nominal length advertisement may well be anything between 28 and 33 seconds when the final edit is worked.

(3) Non-alcohol advertisements in an advertising reel are also subject to the 'nominal length' problem, meaning that they too may transpire to be a few seconds longer or shorter than the nominally booked time, thereby skewing the proportions slightly away from the 40% limit.

Pearl & Dean

A similar assessment of advertising reels submitted by Pearl & Dean found no incidences of alcohol advertising comprising in excess of 40% of the total advertising minutage.

However, it was noted during the assessment that, during one week, the reels of two films which had been designated as proscribed contained alcohol advertising. The films involved were Beowulf and Good Luck Chuck. There were no alcohol advertisements in the reels for these films in the following weeks. Pearl & Dean said that the films had initially been designated as non-proscribed but that their designation had changed at a late stage and the advertising reels had already been dispatched. As soon as they were aware of the re-designation they ensured that the advertising reels for these films in the following weeks did not carry alcohol advertising.

Profiling of films

The Code 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 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 2007, 53% 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 submitted information on the results of research into the audience profiles of films which had screened during the year. The Monitoring Body noted that, while the total sample size (1,000 adults with a booster of 200 children) was robust, the audience profile for a number of films was based on a sample size of less than 100 viewers. Carlton acknowledged that such sample sizes may not be considered to be representative. They explained that if a film was shown on a small number of screens or if there was a large film release on the day of the survey, the sample size could be affected. Carlton accepted a suggestion from the Monitoring Body that, in estimating the audience profile for new releases, they would, where possible, 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 25% of the total audience. Of these, the sample size of ten films was less than 100.

Examples are as follows:

Film – La Vie en Rose. Sample size – 30. Audience profile – 34% 18 or over.

Comparable film – Walk the Line. Sample Size – 140. Audience profile – 83% 18 or over.

Film – The Lives Of Others (Das Leben der Anderen). Sample size – 52. Audience profile – 49% 18 or over.

Comparable film – A Beautiful Mind. Sample size – 381. Audience profile – 86% 18 or over.

Film – Becoming Jane. Sample size – 86. Audience profile – 54% 18 or over.

Comparable film – Pride & Prejudice. Sample size – 246. Audience profile – 77% 18 or over.

In five cases, the sample size was greater than 100.**Examples are as follows:**

Film – Bobby. Sample size – 104. Audience profile – 56% 18 or over.

Comparable film – Crash. Sample Size – 96. Audience profile – 86% 18 or over.

Film – Blood Diamond. Sample size – 312. Audience profile – 70% 18 or over.

Comparable film – Sahara. Sample size – 92. Audience profile – 76% 18 or over.

The Monitoring Body considered that, in the context of the films involved, there had been no breach of the Code. They did however caution Carlton Screen Advertising to continue to exercise care, and suggested that in identifying comparable films, account should be taken of the likely appeal to underage audiences of the actors involved in the films.

Commissioned research

The first survey was carried out in May 2007. Sixteen films were monitored, seven of which were designated as proscribed films. In compliance with the Code, none of the advertising reels carried alcohol advertising.

Of the nine non-proscribed films surveyed, seven advertising reels included alcohol advertisements. Of the seven, six did not exceed the 40% threshold.

One reel had no advertisements before the film's Certificate was displayed. Between the Certificate information and the start of the film, one alcohol advertisement ran. This advertisement constituted 100% of the available advertising minutage.

The Monitoring Body asked the cinema contractor, in this case Carlton Screen Advertising, for an explanation. Carlton said that a member of the projection staff in the cinema concerned erroneously left the advertisement running when it should have been taken off the screen along with the rest of the advertisements. They said that under no circumstances would they have issued instructions to reflect a situation of this type, i.e. 100% alcohol advertising.

They had received assurances from the exhibitors that they had put in place new procedures to ensure that this situation would not recur.

The second survey was carried out in December 2007. Fifteen films were monitored, seven of which were designated as proscribed films. In compliance with the Code, none of the advertising reels carried alcohol advertising.

Of the eight non-proscribed films, five advertising reels included alcohol advertisements. Of the five, four did not exceed the 40% threshold.

One reel had no advertisements before the film's Certificate was displayed. Between the Certificate information and the start of the film, one alcohol advertisement ran. This advertisement constituted 100% of the available advertising minutage.

This was the second time that this situation had occurred and the Monitoring Body noted that the same contractor and the same exhibitor were involved. They asked Carlton Screen Advertising for an explanation who said that the Chief Projectionist at this site, took full responsibility for this error. Carlton said that the exhibition of the alcohol advertisement was due to human error on the part of the projectionist.

Outdoor

The Monitoring Body requested the members of the Outdoor Media Association (OMA) to provide the following information for two outdoor cycles¹⁰ during 2007:

- 1: A list of all sites within 100 metres of a school entrance, and
A list of all the advertisements that were placed on those sites during the cycle
- 2: A list of all alcohol advertisements that were placed during the cycle, and
The location of the sites where those advertisements were placed
- 3: An indication of any breaches that occurred during the cycles.

The two cycles chosen by the Monitoring Body were

Cycle 14

Cycle 25

- 1: Sites within 100 metres of a school entrance.
An examination of the material supplied was carried. No breaches were identified.
- 2: Alcohol advertisements that were placed during the cycle.
The information was provided and the Monitoring Body is considering ways in which it can be interpreted.

¹⁰ The outdoor booking calendar consists of 26 cycles each of two weeks.

3: Breaches that occurred during the cycles.

JCDeaux No breaches

CBS Outdoor One breach

Cycle 25: Due to the late delivery of a poster, an alcohol advertisement remained on site. The poster was removed as soon as CBS Outdoor became aware of the situation and they have introduced a system which they stated should prevent a similar situation recurring.

Titan Outdoor Two breaches

Cycle 25: Two panels advertising alcohol at a train station were located on each side of a corner. Titan Outdoor were not aware that this contravened the Code, but once it was brought to their attention they removed one of the advertisements within 24 hours and reclassified the panel in their booking system.

Cycle 25: An alcohol advertisement was out of charge¹¹ but had not been blanked out before another alcohol advertisement was posted. The panel was blanked within 24 hours and the booking system was amended so that blanking instructions could be issued to cater for late posting of advertisements.

ClearChannel One breach

Cycle 25: The late delivery of a non-alcohol advertisement, which would have been posted over an alcohol advertisement resulted in two alcohol advertisements being on display at the same time. This situation was corrected within 24 hours.

¹¹ An advertisement is 'out of charge' when the time booked for its display has elapsed.

05.

DETAILS OF COMPLAINTS RECEIVED AND ACTION TAKEN

The ASAI received five complaints during 2007 concerning possible breaches of the Voluntary Codes. Nine complaints were carried over from 2006 and 13 complaints were resolved during 2007, with one complaint brought forward to 2008.

Details of the 13 complaints resolved are set out in the table below.

Voluntary Code Provision	Complaints	In breach
Poster - Distance from School	4	0
TV - 33% profile	9	0
	13	0

Of the 13 complaints investigations concluded in the year, no breaches of the Codes were identified.

Issues which arose from complaints:

- 1: During the year a complaint was received concerning an advertisement placed on a site within 100 metres of a Montessori school. The ASAI considered that this was not a breach of the Code, which refers specifically to primary and secondary schools. Nevertheless, the Monitoring Body considered that care should be taken in the placement of alcohol advertisements near Montessori schools. It was pleased to note that the outdoor contractor in this case had voluntarily placed a restriction on the site in question to prevent alcohol advertising being placed there in future.
- 2: A complaint was received concerning what transpired to be the front cover of a drinks magazine. The ASAI considered that, as the Code did not apply to publications, no breach had occurred. The Monitoring Body considered that the matter raised was one for the parties to the Codes.

06.

OVERALL OUTCOME – SUMMARY AND CONCLUSIONS

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

APPENDIXES

APPENDIX ONE: Codes of Practice

Voluntary Code to limit the exposure of young people to alcoholic drink advertising on cinemas

The Drinks Industry Group Ireland, together with 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. For the purposes of this policy, Young People will be defined as those under age of eighteen years.
2. All alcohol advertisements must carry the Central Copy Clearance Ireland (CCCI) stamp of approval before acceptance.
3. The Cinema Industry will not accept alcohol advertising from strength alcohol brands.
4. Advertising from non-strength alcohol brands to account for no more than 40% of total advertising minutage.
5. Alcohol advertising will only be shown with films targeting an adult audience and where it is deemed that at least 75% of the attendances will be aged 18 or over.
 - Each film's suitability to exhibit alcohol is based on comparative film profiles drawn from the ROI Film Monitor which is part of the Cinema and Video Audience Industry Research.
 - This is a quarterly monitor with a sample of 1,400 adults and a booster of 200 children nationally weighted within the ROI. It is conducted 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.
6. Every commercial exhibited on Cinema screens must be processed through The Cinema Advertising Association (CAA). The CAA is an independent committee of appointed experts from a variety of ages and backgrounds. An impartial and independent consultant with 19 year's experience advises and oversees all decisions reached by the CAA.
7. The CAA strictly abides by the Code of Advertising Standard of Ireland.
8. The Irish Film Censor's Office will advise Carlton Screen Advertising (the dominant organisation in this medium) on their judgement of the target audience of films.

Voluntary Code to limit the exposure of young people to alcoholic drink advertising on outdoor/ambient media

The Drinks Industry Group Ireland, together with 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. For the purposes of this policy Young People will be defined as those under age of eighteen years.
2. All alcohol advertisements must carry the Central Copy Clearance Ireland (CCCI) stamp of approval before acceptance.

Note on Cinema Code: While the Code refers to a sample size of 1,400 adults with 200 children, the Monitoring Body had been advised in 2007 that a change had been made in the Omnibus survey and that it was now based on 1,000 adults with 200 children. Carlton Screen Advertising said that Milward Brown IMS had notified them of the change in the Omnibus survey but had made it clear that the reduction would not make the research any less robust as the sample size was in line with international standards for comparable pieces of research.

3. The Outdoor Media Association (OMA) will not place advertising for any alcoholic drinks within 100 metres of a primary or secondary school entrance.
4. No bus shelter wrap rounds on alcoholic drinks
5. No wrap rounds on individual buses.
6. No train or light rail wrap rounds.
7. No wrap rounds on taxis.
8. There will be no domination by any alcoholic drinks brand of a train or bus station. (Domination here means more than 33% of available space).
9. A maximum of one face on a Prismatic/Scrolling unit will display alcohol advertising.
10. A maximum of one panel in any group of hoardings will display alcohol advertising.
11. A maximum of one in three bus or train interior/exterior panels will display alcohol advertising.
12. There will be no Mesh Building Banners for alcohol advertising.

Voluntary Code to limit the exposure of young people to alcoholic drink advertising on radio

The Drinks Industry Group Ireland, together with 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. For the purposes of this policy Young People will be defined as those under age of eighteen years.
2. All alcohol advertisements must carry the Central Copy Clearance Ireland (CCCI) stamp of approval before acceptance.
3. Ensuring that programmes aimed at young people do not carry branded alcohol advertising. We propose to achieve this by:
 - Banning all alcohol advertising from programmes where greater than 33% of the listeners are young people
 - These programmes will be identified through the Joint Nation Listenership Research (JNLR) on a station by station basis
 - After the publication of the JNLR, on a twice yearly basis, we propose that each station will submit a list of programmes to the broadcasting Commission for Ireland (BCI) that will not carry alcohol advertising. The BCI will independently validate the list.
 - The BCI would include alcohol advertising on the schedule of criteria that are assessed in the course of its independent random sampling of each stations output.
 - Any breach of the alcohol advertising Code would be immediately notified to the Independent Monitoring Body and the station involved.
4. The introduction of a Code of Conduct for presenters whereby speech content that glamorises or encourages over consumption or abuse of alcohol is banned. Independent Broadcasters of Ireland (IBI) will draft the Code 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.

5. IBI and RTÉ Radio will co-operate and comply with other broader elements of the industry agreement including the Copy Clearance process and the Independent Monitoring Body.

Voluntary Code to limit the exposure of young people to alcoholic drink advertising on television

The Drinks Industry Group Ireland, together with 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. For the purposes of this policy Young People will be defined as those under age of eighteen years.
2. All alcohol advertisements must carry the Central Copy Clearance Ireland (CCCI) stamp of approval before acceptance.
3. No advertising for alcohol would be booked by an alcoholic drinks advertiser or his agency or placed by the Broadcasters in any programming where more than 33% of the audience is under the age of eighteen years.
4. No advertising for alcohol will be placed in any programming specifically aimed at children or young people.
5. Each Broadcaster will produce and provide to an independent monitor a profile of its audience. The profile will:
 1. Be for each channel broadcast
 2. Based on individuals up to eighteen years of age and those over eighteen years of age.
 3. Be for each half-hour between 3pm and 10pm.
 4. Updated every six months.
6. 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.

APPENDIX TWO: Members of the Alcohol Marketing Communications Monitoring Body

The Body will have an independent Chair and will consist of one representative nominated by the advertising industry, one representative nominated by the drinks industry and two representatives nominated by the Department of Health and Children.

Independent Chair

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

Representatives nominated by the Department of Health and Children

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

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

APPENDIX THREE: Terms of Reference of the Alcohol Marketing Communications Monitoring Body

1. The Body will be known as the Alcohol Marketing Communications Monitoring Body.
2. The Body will have an independent Chair and will consist of one representative nominated by the advertising industry, one representative nominated by the drinks industry and two representatives nominated by the Department of Health and Children.
3. The Body will 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.
4. The purpose of the Code 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 the Advertising Standards Authority of Ireland, Central Copy Clearance Ireland, AC Nielson, Joint National Listenership Research (JNLR), Irish Film Censor Reports (cinema).
5. The Body will also commission, if necessary, independent research across all media to assess adherence to the Code. This research will be funded by the Department of Health and Children.
6. Where breaches occur, the Body will approach the relevant organisations with details and obtain agreement on the application of the Code.
7. Where agreement cannot be reached, the Body will report the issue to the Minister for Health and Children and will include details of such breaches and attempts to resolve the issue.
8. The Body will produce an Annual Report for the Minister for Health and Children.

APPENDIX FOUR: IBI Alcohol Codes

The Voluntary Code of Practice for Presenters

Background

The Board of the Independent Broadcasters of Ireland worked in conjunction with the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland, Drinks Industry Group Ireland and the Health Promotion Unit at the Department of Health and Children to produce an Alcohol Code for the independent broadcasting industry.

The Code consisted of two sections:

1. A fully monitored code of conduct on alcohol advertising and sponsorship of specific programmes. Alcohol advertising and sponsorship will no longer be accepted on any programmes where greater than 33% of the audience group is under 18.
2. A voluntary code of practice for presenters that ensures that on air speech content by employees will not glamorise or encourage over consumption or abuse of alcohol particularly amongst young people.

Since January 1st 2006, the Code of Conduct on alcohol advertising and sponsorship of specific programmes has been adopted and implemented by independent broadcasting industry.

The Board of the IBI is now in a position to fulfil its commitment as set out in the original Alcohol Codes and present a Voluntary Code of Practise for Presenters.

The Code of Practise for Presenters

1. Stations subscribing to this Code will adopt within their company policies a statement to the effect that on air speech content by employees of the station will at no time glamorise or encourage over consumption or abuse of alcohol particularly among young people. For example: On air "banter" between presenters and listeners occasionally links the idea of an enjoyable or fun night out with drinking too much. The code is aimed at ensuring presenters do not promote or encourage this linkage.
2. Stations will offer training to presenters explaining the Code and devising techniques to steer discussion/interviews away from content that contravenes the Code.
3. IBI will explore with the appropriate agencies the idea of an alcohol (and substance abuse) training module for presenters. This module would include material on the health and social impact of substance abuse as well as advice and interventions to assist those who may be at risk.
4. Stations will monitor the Code internally through the use of air checks and appropriate feedback to presenters.

What are the implications of this Code?

There are a number of key implications to this Code:

On air

* Presenters will need to re-orientate studio content around the interpretation of what constitutes a good night's entertainment. The Code is aimed at ensuring presenters do not promote a link between the over consumption and/or abuse of alcohol with recreation and entertainment and that they are also trained to steer interviewees away from promoting such a link. As radio and some television are live mediums, this will be an ongoing focus of presenters.

Off air

* Following discussions with Learning Waves (the in-service training initiative for independent stations) the IBI has incorporated the Voluntary Code of Practice for Presenters into the training modules developed by Learning Waves for staff working within the industry. Each individual station is responsible for training its own staff.

Will all discussion of alcohol be banned on nominated programmes?

In agreeing to draft and adopt this code, IBI members are conscious that the responsible use of alcohol is a legitimate component of everyday social life and discourse in Ireland. For this reason it is not the intention to seek to ban the use of all words or phrases related to alcohol or to prevent presenters from discussing the subject of alcohol. The intent of the Voluntary Code of Practice for Presenters is to ensure that alcohol is not discussed irresponsibly or glamorised.

The IBI is also mindful of the fact that it the implementation of the Voluntary Code of Practise for Presenters is ultimately the responsibility of each individual radio station. The IBI will ensure that sufficient training is made available for all broadcasters and that the necessary information is distributed to all presenters.

Implementation of the Voluntary Code of Practise for Presenters

On a practical level how do broadcasters, presenters and station management make sure that the content broadcast by them follows the Codes?

1. Presenters and Broadcasters

Presenters and broadcasters need to ensure that anything they do on air meets both the letter and spirit of the code.

Show preparation

- Ask yourself – do I need to be talking about drink and if so, will it go against the codes?
- Ensure that a "drink" conversation is appropriate for the time of day;
- Question whether drink is crucial to the story that you want to tell;
- Don't wear a hangover as a badge of courage.

During the Show

- Edit requests/dedications/texts before you read them out;
- Pre-record and edit listener phone calls;
- Don't put drunken callers on the air or interview people who are drunk;
- Steer live interviews away from glamorizing drink – if necessary distance yourself from remarks made.

Get the balance right!**2. Station Management**

The management team in each station needs to ensure that each presenter and broadcaster is aware of the Voluntary Code of Practise for Presenters.

Management in each station:

- Needs to be socially responsible;
- Must ensure that they understand and adhere to existing and new voluntary codes;
- Must understand that adherence to the Codes will help each station to continue to enjoy a profitable relationship with the drinks industry and help to ensure that wherever possible the independent broadcasting industry regulates itself.

Managing presenters and broadcaster:

- Encourage and support presenters and broadcasters attendance at the IBI/ Learning Waves training course on the Alcohol Codes which incorporates a training element on the Voluntary Code of Practise for Presenters;
- Include the Voluntary Code of Practise for Presenters in the individual appraisals conducted with each member of staff;
- Include a statement in the company policy to the effect that on air speech content by employees of the station will at no time glamorise or encourage over consumption or abuse of alcohol particularly among young people.

Monitoring the Voluntary Code of Practise for Presenters

The IBI will continue to adhere to the monitoring and control guidelines as outlines in the organisations Code of Conduct on Alcohol Advertising and Sponsorship of Specific Programmes. Where appropriate these guidelines will also apply to the Voluntary Code of Practise for Presenters. They read as follows:

- * The BCI will take full cognisance of the codes when conducting the regular random monitoring of broadcasts;
- * Any breaches of the codes detected during monitoring, will be reported to the Independent Monitoring Body;
- * On receipt of a complaint, a sub-committee will examine each complaint and make its findings known to the board of the IBI;
- * Member stations that are found in breach of the code will be notified and asked

what steps they are taking to ensure no repetition of the breach, and to renew their commitment regarding adherence to the code;

* Where agreement can't be reached, the matter will be referred to the Minister for Health and Children for consideration.

In addition, the IBI will ensure that:

- Copies of the Voluntary Code of Practise for Presenters are sent to every independent broadcaster;
- A copy of the entire Alcohol Code will be included on the IBI website;
- It will continue to work with Learning Waves to ensure that the training courses being offered to broadcasters are relevant, accessible and beneficial.

Appendix I**Who is the IBI?**

The Independent Broadcasters of Ireland (IBI) is the representative body for Ireland's independent commercial broadcasters, both television and radio. The mission of the IBI is to champion the agenda of independent broadcasters in Ireland and to be a distinct and coherent national voice in the ongoing campaign for competitive equality across the sector.

Who are the members of the IBI Board?

David Tighe (Chairman) [Live 95 FM](#)

Willie O Reilly (Vice Chairman) [Today FM](#)

Eamonn Buttle [Southeast Radio](#)

Scott Williams [Q102](#)

David McMunn [TV3](#)

Tim Fenn [FM104](#)

Carol O Beirne [Red FM](#)

Paul Byrne [Radio Kerry](#)

Liam O Shea [Clare FM](#)

Elaine Geraghty [NewsTalk](#)

John O'Connor [INN](#)

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APPENDIX 5

Extract from

RTÉ PROGRAMME STANDARDS AND GUIDELINES 2007

Alcohol Consumption and Broadcasting

It is widely recognised that there is a serious problem in Irish society in regard to the excessive consumption of alcohol. Its detrimental impact in terms of health, the economy, violence and anti-social behaviour is not disputed. RTÉ must play its part in contributing towards a responsible attitude to alcohol. Measures are in place to ensure that alcohol advertising on RTÉ is controlled. However programme-makers have a responsibility in this regard also. The glamorisation of alcohol and the suggestion that excessive drinking is the norm should be avoided. Presenters must take care to ensure that they do not encourage a view amongst the audience that excessive drinking does not have consequences, either in the short or long term. Particular care must be exercised when the target audience is young people. For example there should not be the suggestion of any necessary correlation between celebratory activity and alcohol consumption.

Alcohol and Sports Events

When reporting on sports events sponsored by alcohol brands there should not be excessive mention of the sponsor's name. If the title of the event includes the sponsor's name it is not necessary to refer to this every time the event is mentioned. An occasional use of the full title is sufficient.

