



SELF REGULATION IN ACTION

Alcohol advertising compliance monitoring

16 July 2008

Dr Oliver Gray

Alcohol and Heath Forum MCTF

EASA –European Advertising Standards Alliance

31 SROs in 29 countries:

- 23 EU SROs + CH & TK + 6 corresponding

16 industry organisations:

- Advertisers / Agencies / Media / Sponsorship

SRO: Independent body, guardian of the code

REACTIVE

- Handles consumer & competitor complaints
- Issues sanctions (modify or withdrawal)

PROACTIVE

Advice, training and awareness

- Monitoring compliance with the codes
- Benchmarking



Scope of the monitoring exercises: TV and print ads

2006: 13 Countries (Full year 2005)

Austria, Belgium, Germany, Greece,
Hungary, Ireland, Italy,
Netherlands, Poland, Portugal,
Slovakia, Spain, UK

2007: 15 Countries (Full year 2006)

Austria, Belgium, **Denmark**, **France**,
Germany, Greece, Hungary, Ireland,
Italy, Netherlands, Poland, Portugal,
Slovakia, Spain, UK

2008: 19 Countries

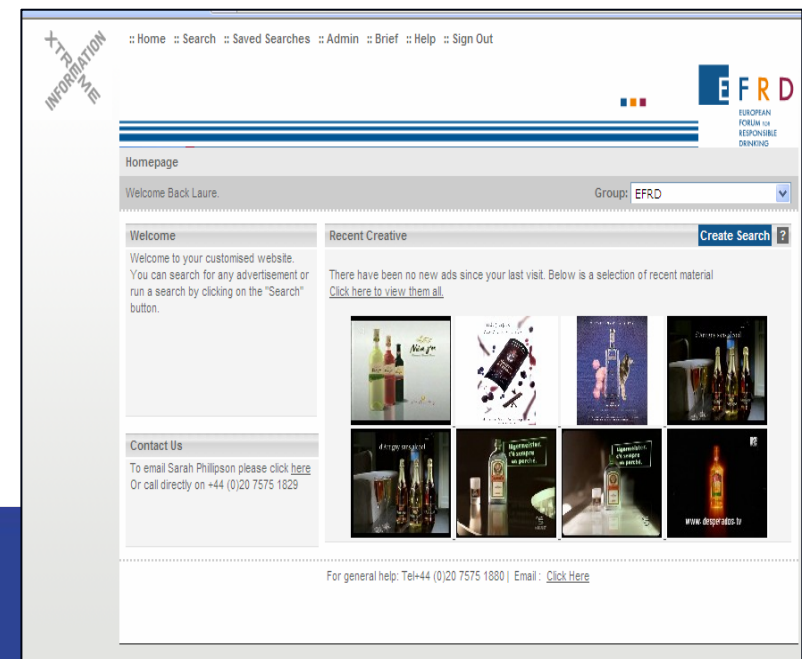
= > 3 highest months/product in 2007

Austria, Belgium, **Czech Rep**,
France, **Finland**, Germany, Greece,
Hungary, Ireland, Italy,
Netherlands, Poland, Portugal,
Romania, Slovakia, **Slovenia**,
Sweden, Spain, UK

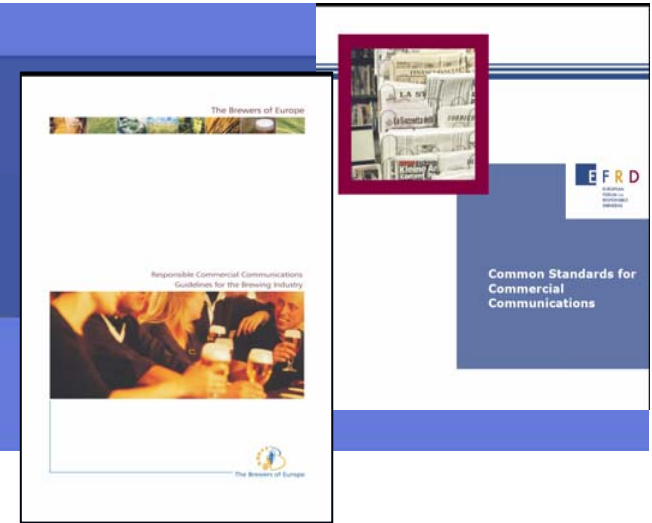


The Xtreme Information database covers

- 99% of the creative on TV
 - over 90 European TV channels monitored 24 hours/day
 - 365 days/year
 - automated ad capture & recognition
- 95 to 98% of print ads captured from a broad range of consumer, business & specialist newspapers and magazines



SRO review of each selected ad



Assessment of compliance against:

- National law / Self-regulatory codes and applicable sectoral provisions
- The EFRD Common Standards (January 2006)
- The Brewers of Europe "Guidelines for responsible commercial communication" .

SROs are asked to indicate:

- Breach of the any of the aforementioned Laws & Codes
- Whether the ad carried a 'Responsible Drinking Message' (clearly legible)
- Complaints received and their outcome
- Whether copy advice had been sought



EASA's role in 2008

- Administration & Access to the Xtreme database
- Methodology of review & User Guide
- Coordination of SROs review
 - technical questions only
- Quality check once SRO review completed
- Extraction & Process of the results
- Contact with the reviewers
- Drafting of the final reports and publication
- Organisation of the workshop
 - Educational material



MONITORING PROCESS for 2008

INDEPENDENT REVIEW PROCESS

Stage 1

Users Guide and passwords released by EASA

Check 1

EASA coordinates with SROs to undertake monitoring

SROs inform EASA of completion of review

Stage 2

EASA supervision to ensure clear and consistent results

Results logged in spreadsheet and analyzed

Preparation of Top line results & draft report

Check 2

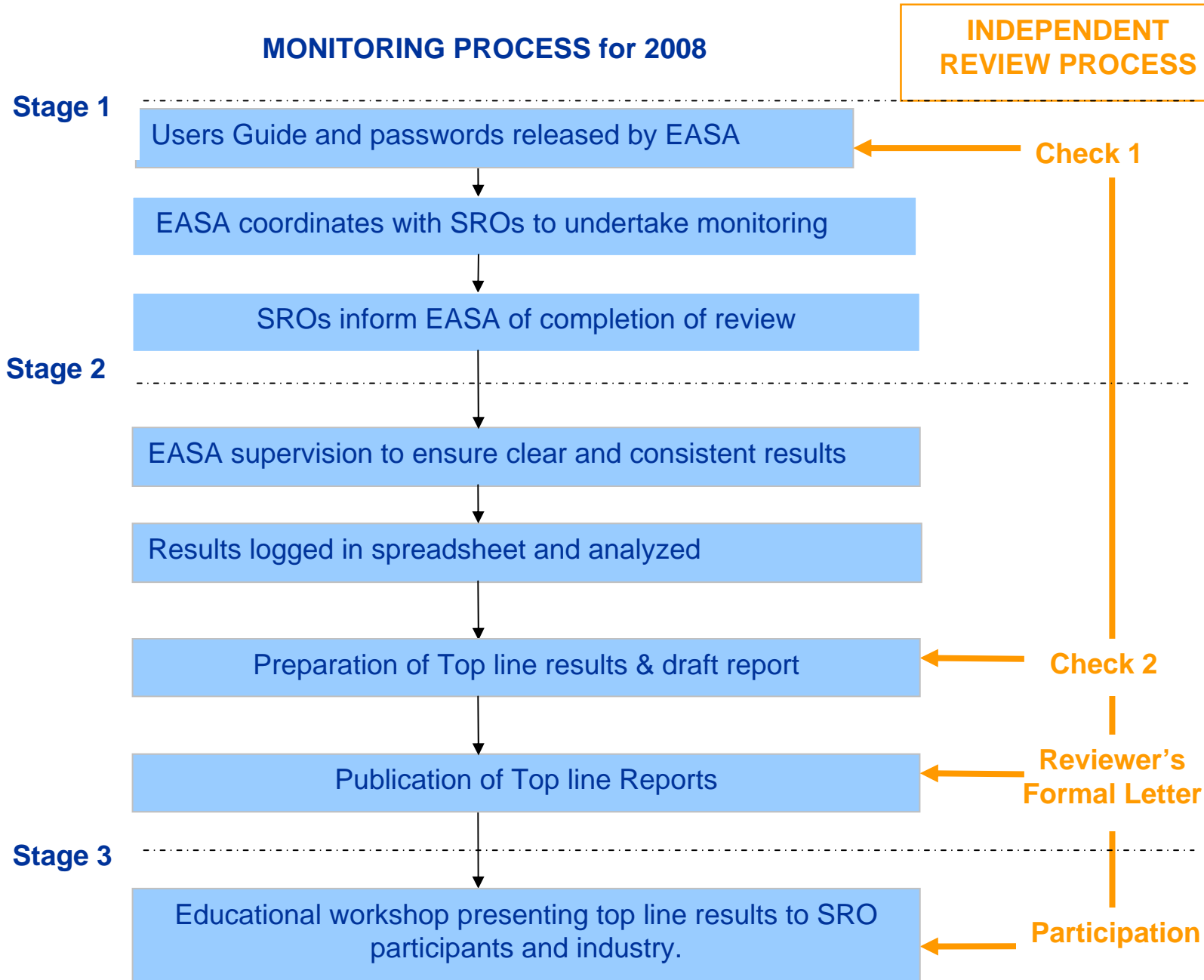
Publication of Top line Reports

Reviewer's
Formal Letter

Stage 3

Educational workshop presenting top line results to SRO participants and industry.

Participation



Independent Reviewers of the process



Lucien Bouis: « The results of this exercise are useful because they highlight the role of SROs in their advisory and monitoring functions according to both the national rules in place, and the European guidelines decided by the Brewers of Europe and EFRD. »

Pat Cox: The issue of whether to opt for mandatory or self regulation is a constant challenge for regulatory authorities and their relevant stakeholders. My especial personal interest in this process has been to learn from the inside what is the extent and quality of self regulation as regards the advertising of alcohol across the European Union and whether the willingness to promote self regulation is vindicated by the results achieved.



Jack Law: Overall it appears as though the process continues to work well, and clearly this should be seen as a measure of its success and the willingness of participants to maintain standards.

Furthermore, we are pleased to note that this report refers to many of the matters raised in our correspondence last year, namely an explanation of why there are differing levels of advertising across countries, and the use of different media by product.



Compliance results - 2007 results (content only)

2006 monitoring exercise

2005 ads	N° of ads	%
Complying	4607	96
In Breach	192	4
Total	4799	100

2007 monitoring exercise

2006 ads	N° of ads	%
Complying	5371	95.57
In Breach	249	4.43
Total	5620	100

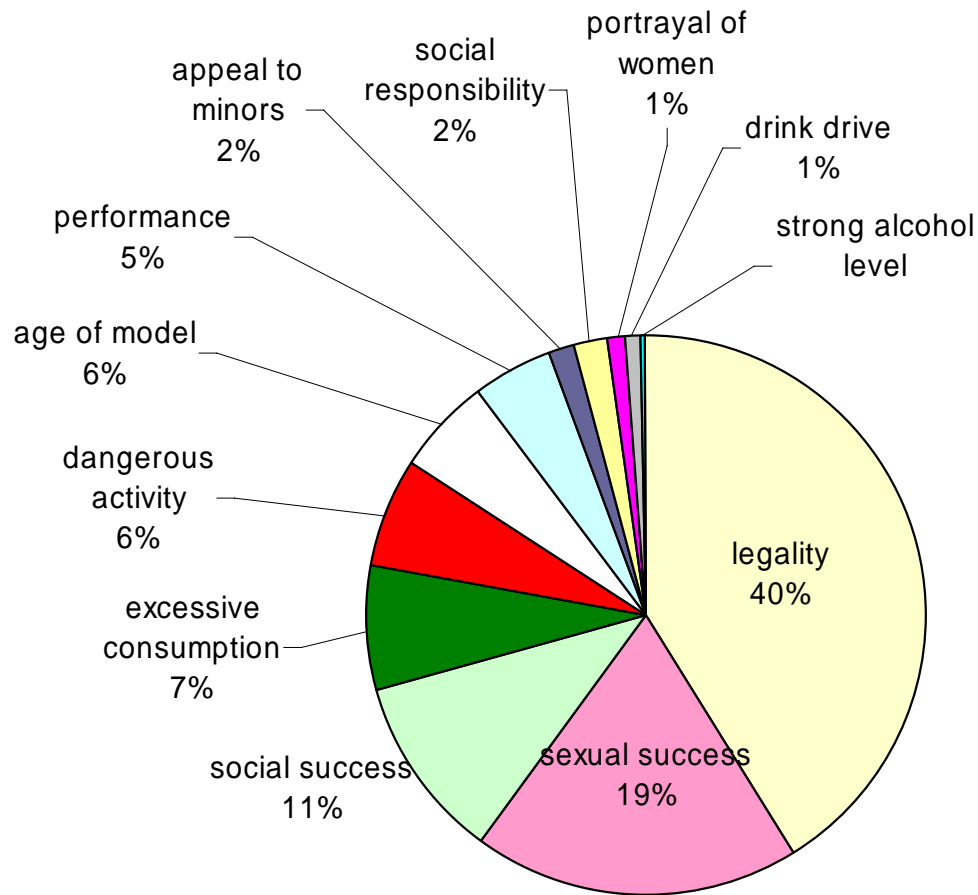
2007 exercise: **5 620 ads** – 50 subject to complaint - 15 upheld

2006 exercise: **4 799 ads** - 68 subject to complaint - 4 upheld



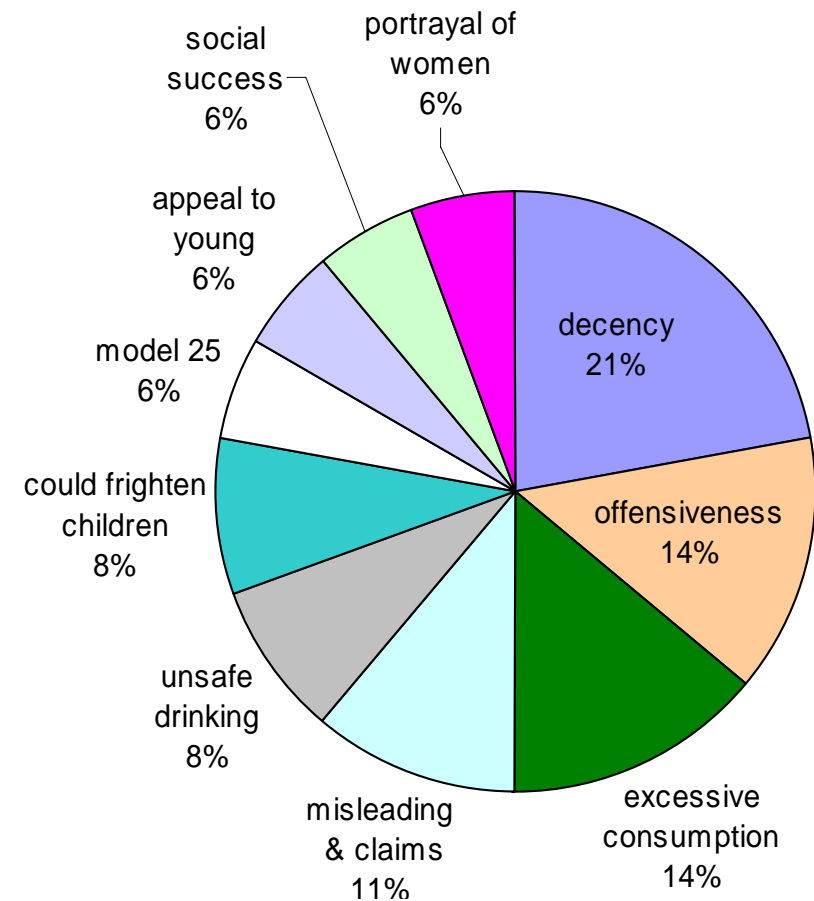
Reason for breach of code (content)

249 out of 5620 ads



Motivation for complaint (content)

50 ads out of 5620 ads



Publication of results

- 2006 & 2007 Results publicly disseminated:
 - Press release & Report sent to stakeholders
 - Available on EFRD, The Brewers of Europe & EASA websites

Increased transparency for 2008 publication

- 2008 report will be published by EASA
 - Results will be shared with the Forum's members
 - Results will be disseminated at National level



Educational Workshop (SROs, Industry & Ind. Reviewers)

Attendance:

- Participating SROs
- EASA industry members
- EFRD members
- The Brewers of Europe members

Programme:

- Presentation of the results
- Observations by Reviewers
- Practical examples & vote session

Aim:

- Presentation of results and trends
- => identify problem areas & actions
- Improve SRO review skills
- Foster dialogue and understanding
- Share learnings re interpretation

Educational tools:

SROs provided with reports/examples for use in workshops at national level



The Brewers of Europe



Reviewers conclusions

“The edifice of self regulation is well constructed and policed, as I have come to appreciate in this review exercise, but it remains vulnerable to the failure of those still willing to push the boundaries towards the unacceptable. Going after this minority has to be a priority action. If not, **the few risk to give the many and the process of self regulation itself a bad name.**”

Pat Cox

12 September 2007



This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.