



ENSP - EUROPEAN NETWORK FOR SMOKING PREVENTION

> IMPLEMENTATION OF EU AD BAN DIRECTIVES

Status on APRIL 2009

Updated April 2009	COMMUNICATION ACTIONS COVERED BY THE DIRECTIVES 97/36/EC and 2003/33/EC					OTHER COMMUNICATION ACTIONS TAKING NATIONAL LAW INTO ACCOUNT					
	COUNTRY	TV	RADIO	PRINT MEDIA	SPONSORSHIP INTERNATIONAL EVENTS	INTERNET	INDIRECT ADVERTISING	POINT OF SALE	CINEMA	OUTDOOR	SPONSORSHIP NATIONAL EVENTS
AUSTRIA/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned and partly enforced	Restricted but not enforced	Allowed	Banned & enforced	Banned & enforced	Restricted but not Enforced
BELGIUM/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & Enforced	Almost completely banned, but not well enforced	Restricted but not enforced. Brand advertising allowed at pt of sale inside and outside	Banned & enforced	Banned & enforced	Problems: The tobacco industry is paying disproportionately the organisers for places where they can sell cigarettes.
BULGARIA/c	Banned & Enforced	Banned & Enforced	Banned & Enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & Enforced	Banned & Enforced	Banned & Enforced	Banned & enforced
CZECH REP/c	Banned & enforced	Banned & enforced	Banned (limited to publications intended exclusively for professionals in tobacco trade or intended for distribution in non-EU countries"	Banned & enforced	Restricted	Banned & enforced	Allowed	Banned & enforced	Banned & enforced	Car/moto racing allowed	
CYPRUS/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	No data	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	
DENMARK/c	Banned & enforced	Banned & enforced	Banned & enforced	Restricted & Enforced	Banned and Enforced	Restricted & Enforced	Allowed	Banned & enforced	Banned & enforced	Restricted & enforced	
ESTONIA/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned and enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & Enforced	

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COUNTRY	TV	RADIO	PRINT MEDIA	SPONSORSHIP INTERNATIONAL EVENTS	INTERNET	INDIRECT ADVERTISING	POINT OF SALE	CINEMA	OUTDOOR	SPONSORSHIP NATIONAL EVENTS
FRANCE/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned and Enforced	Banned but not properly enforced	Banned & Enforced	Restricted & enforced	Banned & enforced	Banned & enforced	Banned & enforced
FINLAND/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned and Enforced	Banned and Enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced
GERMANY/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Restricted	Allowed	Allowed	Allowed from 6 pm, banned before 6 pm	Allowed	Allowed
GREECE/c	Banned & enforced	Banned & enforced	Restricted & enforced	Banned & enforced	Banned & enforced	Restricted & enforced	No Restriction	Restricted and Enforced	Allowed	Restricted and enforced
HUNGARY/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Restricted & enforced	Restricted and enforced	Banned & enforced	Banned & enforced	Restricted & enforced. Sponsorship of cultural, sport, political and medical events and activities is banned
COMMUNICATION ACTIONS COVERED BY THE DIRECTIVES 97/36/EC and 2003/33/EC						OTHER COMMUNICATION ACTIONS TAKING NATIONAL LAW INTO ACCOUNT				
COUNTRY	TV	RADIO	PRINT MEDIA	SPONSORSHIP INTERNATIONAL EVENTS	INTERNET	*INDIRECT ADVERTISING	POINT OF SALE	CINEMA	OUTDOOR	SPONSORSHIP NATIONAL EVENTS
IRELAND/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Restricted & Enforced	Allowed, but will be prohibited as of 01.07.09	Banned & enforced	Banned & enforced	Banned & enforced
ITALY/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & Enforced	Banned & enforced	Restricted ,enforced that there is no advertisement to the brand stretching but sale allowed of goods with the name of brand names like Marlboro Classics clothings.	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced
LATVIA/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & Enforced	Banned	Restricted & enforced	No restriction. Will be banned from 01.04.09	Banned & enforced	Banned & enforced	Allowed
LITHUANIA/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned and enforced	Banned	Banned & enforced	Restricted & enforced Advertising	Banned & enforced	Banned & enforced	Partial ban only for events for young people under 18 yrs

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							forbidden but info on products allowed			of age
LUXEMBOURG/c	Banned & enforced	Banned & enforced	Banned (limited to publications intended excl. for prof. in tobacco trade)	Banned & Enforced	Allowed	Banned & enforced	Allowed only inside the point of sale	Banned & enforced	Banned & enforced	Banned & enforced
NETHERLANDS/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Restricted and enforced Cigadvert. outside of tobacco shop should not exceed 2m ² in size	Banned & enforced	Banned & enforced	Banned & Enforced
MALTA/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned	Banned & enforced	Allowed	Banned & enforced	Banned & Enforced	Banned & enforced
POLAND/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Advertising forbidden but info on products allowed	Banned & enforced	Banned & enforced	Banned & enforced
PORTUGAL	Banned & enforced	Banned & enforced	Banned & enforced	Banned	Banned & enforced	Restricted & Enforced	Allowed	Banned & enforced	Banned & enforced	Banned & enforced

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COUNTRY	TV	RADIO	PRINT MEDIA	SPONSORSHIP INTERNATIONAL EVENTS	INTERNET	INDIRECT ADVERTISING	POINT OF SALE	CINEMA	OUTDOOR	SPONSORSHIP NATIONAL EVENTS
ROMANIA/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned. But hard to control	Banned Date of enforcement 1.1. 2007 - Law 457/2004 regarding advertising and sponsorship for the tobacco products But not fully enforced	Allowed	Banned & enforced	Banned & enforced	Not mentioned explicitly (sponsorship is banned for events or activities involving or taking place in at least two EU Member States out of which one is Romania or otherwise having cross border effects) Date of enforcement 1 st of January 2007 - Law 457/2004 regarding advertising and sponsorship for the tobacco products

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COUNTRY	TV	RADIO	PRINT MEDIA	SPONSORSHIP INTERNATIONAL EVENTS	INTERNET	INDIRECT ADVERTISING	POINT OF SALE	CINEMA	OUTDOOR	SPONSORSHIP NATIONAL EVENTS
SWEDEN/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced
SLOVENIA/c	Banned & enforced	Banned & enforced	Banned & enforced (limited to publications intended exclusively for professionals in the tobacco trade) (provision accepted by national Parliament on the 27 October 2005)	Banned & enforced	Banned & enforced (provision accepted by national Parliament on the 27 October 2005)	Banned and enforced	Restricted and enforced (use of trade mark sign only at the point of sale and production)	Banned & enforced (provision accepted by national Parliament on the 27 October 2005)	Banned & enforced (provision accepted by national Parliament on the 27 October 2005)	Banned & enforced
SLOVAKIA/c	Banned & enforced	Banned & enforced	Banned & enforced	Sponsorship allowed, but without mentioning tobacco product name	Banned & enforced	Banned & enforced	Restricted to counter sales area	Banned & enforced	Banned & enforced	Sponsorship still allowed, but without mentioning tobacco product name
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SPAIN/c	Banned & enforced	Banned & Enforced	Banned & Enforced	Banned & enforced from January 17, 2007	Banned & Enforced	Banned & Enforced	Banned & Enforced	Banned & Enforced	Banned & Enforced	Banned & Enforced
UK/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Restricted and enforced Restricted to counter sales area, adverts can be no larger than A5 poster	Banned & enforced	Banned & enforced	Banned & enforced

EFTA COUNTRIES:

ICELAND/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & Enforced	Banned & enforced	Banned & enforced	Banned & enforced
NORWAY/c	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced	Banned & enforced
SWITZERL/c	Banned & enforced	Banned & enforced	Restricted	Allowed	Allowed	Restricted	Allowed	Allowed	Restricted	Restricted

*Indirect advertising is advertising which, while not specifically mentioning the tobacco product, tries to circumvent a tobacco advertising ban or restriction by using brand names, trade names, emblems or other distinctive features of tobacco products with the aim or the indirect effect of promoting a tobacco product.