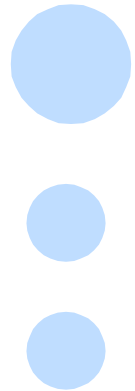
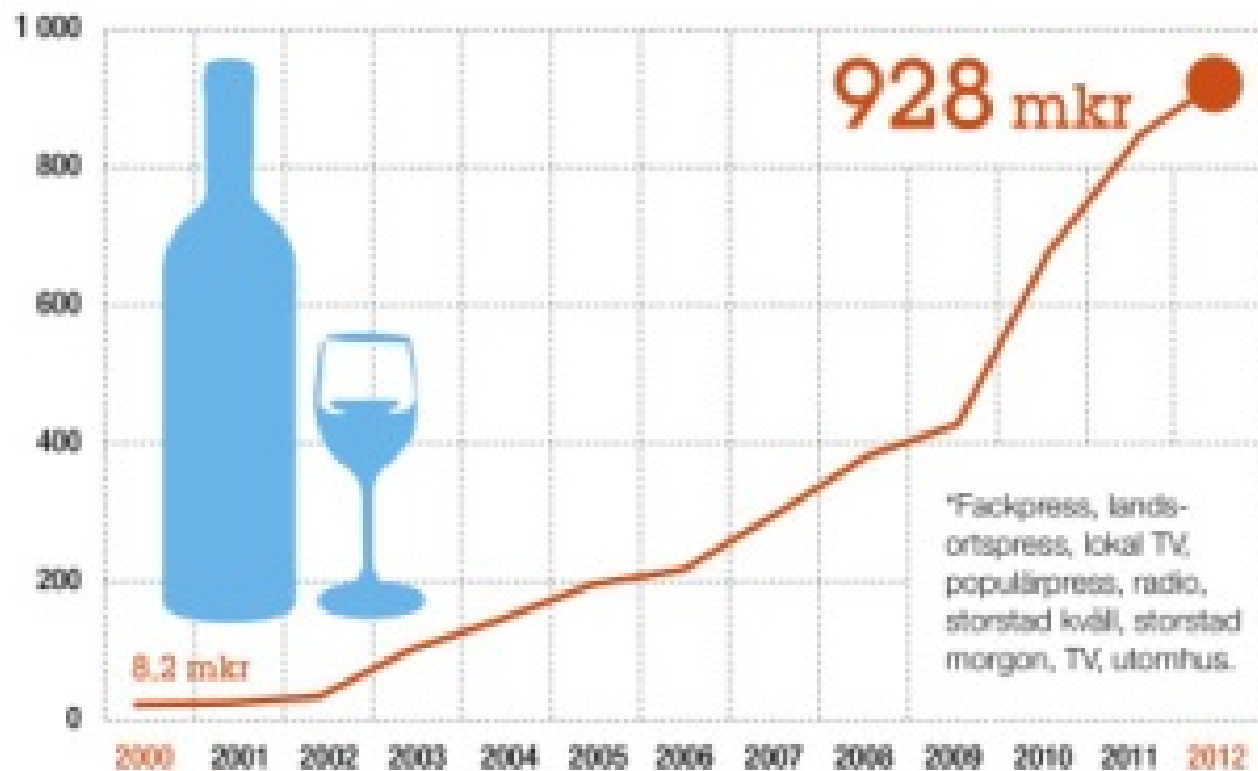


Alcohol Marketing Without Borders



REKLAMINVESTERINGAR FÖR ALKOHOLHALTIGA DRICKER I MEDIA*,
1 JANUARI 2000 – 31 DECEMBER 2012, KRONOR.





Audiovisual Media Services Directive 2010/13

- Member States are free to have more detailed or stricter rules.
- Such rules should be in compliance with Union law.



The Swedish Radio and Television Act

- Marketing of alcoholic beverages is not allowed in television programs.
- Programs in television broadcast may not be sponsored by any party whose principal activity is the manufacture or sale of alcoholic beverages.
- The Swedish law only applies to broadcasting companies established in Sweden.



Advertisements

Product placement



Sponsorship

SvD

2010 Årets redaktion, Guldspaden & Schibsted Journalism Award



PETRA MANSTRÖM
Malin svarar: Hitta rätt tempo på långpasset

BLOGG | Maratonbloggen

Vädret



Stockholm
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Sök p

+ Visa

Startsidan | Näringsliv | Kultur & Nöje | Sport | Stockholm | Mat & Hälsa | **Opinion** | Blogg | Resor | Motor | Webb-tv | Quiz | Bostad

Opinion start | Ledarbloggen | Ledarsidan | PJ Anders Linder | **Brännpunkt** | Synpunkt | Bloggar | Kolumnister | Korseld

Du är här: SvD.se > Opinion > Brännpunkt > Nu anmäler vi alkoholreklamen



FOTO: FOTO: APANS PLANET PEACOCK

Rockbandet Sator gör reklam för öl tillsammans med Spendrups i en film som sänts bland annat i TV3, TV6 och Kanal 5 under hösten och vintern.

Nu anmäler vi alkoholreklamen

> SvD OPINION



> SvD Opinion | Välkommen till i debattartiklar i aktuella ämnen. Maila

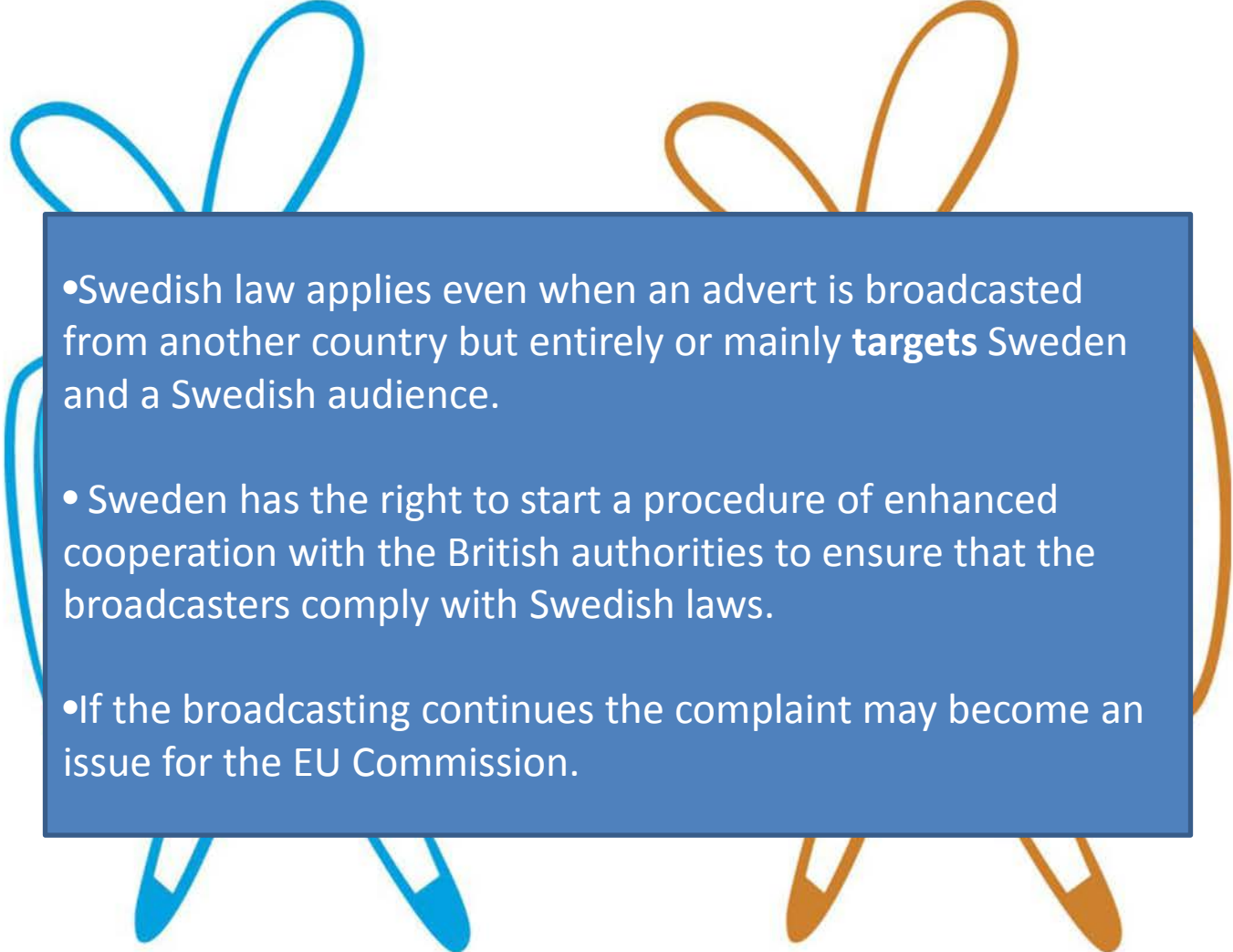
> Redaktör SvD Opinion | Ander

> Redaktör Brännpunkt | Carina

> Telefon | 08-13 51 49

ANNONS



- 
- Swedish law applies even when an advert is broadcasted from another country but entirely or mainly **targets** Sweden and a Swedish audience.
 - Sweden has the right to start a procedure of enhanced cooperation with the British authorities to ensure that the broadcasters comply with Swedish laws.
 - If the broadcasting continues the complaint may become an issue for the EU Commission.



ALLA

ÖLEN

SPORT

APPAR

PÅ TV

KY

På TV



The Swedish
Broadcasting Authority

YouTube

