



28 April 2022

Alcohol advertising on Network 10

A Commercial for Alcoholic Drinks is permitted to be broadcast:

- between 12pm-3pm on School days; and
- between 8.30pm and 5am every day; and
- on Weekends and Public Holidays during a Sports Program.
 - Weekends commence at 6pm on a Friday.

Sports Program means a program predominantly consisting of:

- coverage of a sporting event (whether live, replay or highlights);
- sporting commentary, analysis, interviews and news;
- presentations/awards and ceremonies associated with a sporting event;

but does not include comedy or light entertainment/variety programs with a sports theme or association.

This means that magazine-style sports programs will be allowed to contain alcohol advertisements on weekends or public holidays.

Note: Under the *Commercial Television Industry Code of Practice*, the restriction on alcohol advertising is the same as the M classification zone, so programs that include paid alcohol promotion will be given an M classification. However, although the M classification zone commences at 7:30pm and runs until 6am there is no change to the time alcohol advertising is permitted – which remains 8:30pm to 5am.

Advertisements (including sponsorship announcements) for alcoholic drinks may not be broadcast immediately before, during or immediately after C classified programs.

The vast majority of Australia's alcohol companies are committed to abide by the ABAC Responsible Alcohol Marketing Code (ABAC Code). This includes a prohibition on advertising alcohol in programs (including sport) where the audience is expected to comprise at least 25% children (under 18 years of age).

Reference

Commercial Television Industry Code of Practice

Broadcasting Services (Australian Content and Children's Television) Standards

ABAC Responsible Alcohol Marketing Code

Paramount

