

CAA 2019 - Bug #425

text changes - Policies

02/19/2020 03:01 PM - David Bryan

Status:	Closed	Start date:	02/19/2020
Priority:	High	Due date:	
Assignee:	David Bryan	% Done:	0%
Category:		Estimated time:	0.00 hour
Target version:		Spent time:	0.00 hour
Description			
Alcohol Advertising			
Revision of text to be:			
In the Republic of Ireland it is not permitted to advertise spirits in the cinema. From 12 November 2019 alcohol advertising in the Republic of Ireland is only permitted with 18 classified films. This is due to the 'Public Health (Alcohol) Act 2018' passed by the Dáil in October 2018. In the UK, the advertising of alcoholic drinks is permitted with feature films attracting a national audience profile of 25% or fewer under-18s. The category of a film does not necessarily determine the profile of the audience it may attract. The CAA therefore uses independently gathered statistics to create predictive national audience profiles for forthcoming feature films. From this, the CAA generates a list of imminent feature releases which may not carry alcohol advertising. This list is updated and issued every two months. The CAP alcohol codes may be downloaded here <HREF: https://www.asa.org.uk/type/non_broadcast/code_section/18.html>. The ASAI alcohol codes may be viewed here <HREF https://www.asai.ie/asai-code/alcoholic-drinks/>.			
Electronic Games & PEGI Certificates			
Revision of text should now read:			
Advertisers have three options in regards to cinema PEGI requirements that must be added to gaming copy. One of the three following options: A voice-over opening or onscreen text accompanying PEGI cert stating; 'This game has been certified PEGI (xx)' or onscreen text accompanying PEGI cert stating 'Game rating'. This is to avoid confusion with the BBFC certificate of the accompanying feature film.			

History

#1 - 02/19/2020 03:23 PM - Pierce Gleeson

- Status changed from New to Feedback

#2 - 02/19/2020 03:24 PM - Pierce Gleeson

- Assignee changed from Pierce Gleeson to David Bryan

#3 - 02/19/2020 11:06 PM - David Bryan

- Status changed from Feedback to Closed

thanks