[RU] Advertising of Alcohol on Internet Totally Banned

IRIS 2012-8:1/37

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On 6 July 2012 the State Duma adopted an amendment to the advertising law that although is laconic may play a critical role for online media in Russia. The amendment is to the 2006 Federal Statute “On Advertising” (see IRIS 2006-4/34). It extends the list of the media where advertising of alcohol products is banned (Art. 21 para. 2) by adding “information-telecommunication network “Internet”. Since 2011 alcohol products in the Federal Statute “On Advertising” include beer or beer products.

The amendment means that any placement of alcohol advertising in any form in Runet (Russian segment of Internet) or by Russian companies shall be punishable [by law] including possible blocking of the websites in question (see IRIS 2012-8/36). The law entered into force on 23 July 2012.

Федеральный закон Российской Федерации от 20 июля 2012 г. N 119-ФЗ "О внесении изменений в статью 21 Федерального закона "О рекламе" и статью 3 Федерального закона "О внесении изменений в Федеральный закон "О государственном регулировании производства и оборота этилового спирта, алкогольной и спиртосодержащей продукции" и отдельные законодательные акты Российской Федерации и признании утратившим силу Федерального закона "Об ограничениях розничной продажи и потребления (распития) пива и напитков, изготавливаемых на его основе". Российская газета, 23/07/2012

http://www.rg.ru/2012/07/23/reklama-dok.html

Federal Statute of 20 July 2012, N 119-ФЗ “On amendments to Article 21 of the Federal Statute “On Advertising” and Article 3 of Federal Statute “On amendments to the Federal Statute “On state regulation of production and turnover of ethyl alcohol, alcohol and alcohol-containing products” and particular legal acts of the Russian Federation and on invalidation of the Federal Statute “On restrictions of retail sale and consumption of beer and beer-based products”. Published in official daily Rossiyskaya gazeta on 23 July 2012, N 166

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