[DE] Alcohol Advertising on TV - Restrictions on the Way?

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The Minister for Health wants the advertising of alcohol during TV sportscasts stopped. He argues that the connection made between top-class sport and alcohol when beer and other beverages are advertised in these programmes is irresponsible at a time when Germany has some 2,5 million alcoholics.

This goal is to be reached through constructive dialogue with the management of the television stations concerned. The minister is aiming at voluntary agreement, rather than a comprehensive ban. Ideally, a situation similar to that applying to the advertising of cigarettes and tobacco products should be achieved. One possibility worth considering is voluntary self-regulation, with alcohol advertising being dropped only at certain times and in certain programmes.

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