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**Table 1 - Nanny Alcohol Advertising Index** (Institute of Economic Affairs, 2016)

ALCOHOL ADVERTISING

	LEAST FREE	LESS FREE			FREER		FREEST	
COUNTRY	SPIRITS TV/RADIO	SPIRITS SPONSORSHIP	SPIRITS OUTDOORS	BEER/WINE TV/RADIO	BEER/WINE SPONSORSHIP	BEER/WINE OUTDOORS	TOTAL (60)	WEIGHTED (20)
FRANCE	9	10	8	9	10	8	54	18
LATVIA	10	9	10	0	9	10	48	16
POLAND	10	10	10	6	5	5	46	15
FINLAND	10	10	10	4	0	9	43	14
CROATIA	10	10	10	5	0	5	40	13
SWEDEN	10	2	10	10	2	5	39	13
SLOVENIA	10	2	10	3	2	1	28	9
IRELAND	10	5	0	4	5	0	24	8
LITHUANIA	4	2	10	4	2	2	24	8
AUSTRIA	10	10	0	0	0	0	20	7
BULGARIA	9	0	9	0	0	2	20	7
ESTONIA	3	0	10	3	0	5	21	7
ROMANIA	4	5	0	4	5	0	18	6
ITALY	2	10	0	0	0	0	12	4
LUXEMBOURG	0	2	4	0	2	4	12	4
GREECE	2	1	1	2	1	1	8	3
HUNGARY	2	0	3	1	0	3	9	3
MALTA	2	2	0	2	2	0	8	3
PORTUGAL	4	0	0	4	0	0	8	3
SPAIN	5	0	1	3	0	1	10	3
BELGIUM	5	0	0	0	0	2	7	2
CYPRUS	3	0	0	3	0	0	6	2
NETHERLANDS	3	0	0	3	0	0	6	2
CZECH REPUBLIC	0	0	2	0	0	2	4	1
GERMANY	2	0	0	2	0	0	4	1
DENMARK	0	0	0	0	0	0	0	0
SLOVAKIA	0	0	0	0	0	0	0	0
UK	0	0	0	0	0	0	0	0

**Table 2 - WHO Index, by Product Category**

(World Health Organization, 2012), (World Health Organization, 2012)

Country	Point-of-Sale	Billboards	Cable TV	Cinemas	Internet	Local Radio	National Radio	National TV	Print	Social Media	Sports Sponsorship	Youth Event Sponsorship	Total
<b>Beer</b>													
Sweden	1	2	2	1	1	2	2	2	1	1	0	2	17
France	1	1	2	1	1	1	1	2	1	1	2	2	16
Finland	1	1	1	1	1	1	1	1	1	1	1	2	13
Czech Republic	1	1	1	1	1	1	1	1	1	1	1	1	12
Portugal	1	1	1	1	1	1	1	1	1	1	1	1	12
Bulgaria	1	1	1	1	1	1	1	1	1	1	0	1	11
Poland	1	1	1	1	1	1	1	1	1	—	1	1	11
Slovenia	1	1	1	1	1	1	1	1	1	1	0	0	10
Italy	1	1	1	1	1	1	1	1	1	1	0	0	10
Latvia	1	1	1	1	0	1	1	1	1	0	1	1	10
Hungary	1	1	1	1	1	1	1	1	1	1	0	0	10
Lithuania	0	1	1	1	0	1	1	1	1	—	1	1	9
Estonia	0	1	1	1	0	1	1	2	1	0	0	0	8
Spain	1	1	1	1	0	1	1	1	1	0	0	0	8
Romania	1	1	1	1	0	1	1	1	1	0	0	0	8
Denmark	0	0	1	0	1	1	1	1	0	0	1	2	8
Malta	1	0	1	0	0	1	1	1	0	0	2	0	7
Netherlands	—	—	1	—	0	1	1	1	—	0	0	0	4
Cyprus	0	0	1	0	0	1	1	1	0	0	0	0	4
Ireland	0	0	1	0	0	1	1	1	0	0	0	0	4
UK	0	0	1	0	0	1	1	1	0	0	0	0	4
Germany	0	0	1	0	0	0	0	1	0	0	0	0	2
Slovakia	0	0	0	0	0	0	0	0	0	0	0	2	2
Austria	0	0	0	0	0	0	0	1	0	0	0	0	1
Luxembourg	0	0	0	0	0	0	0	0	0	0	0	0	0
Croatia	0	0	0	0	0	0	0	0	0	—	0	0	0
Belgium	0	0	0	0	0	0	0	0	0	0	0	0	0
Greece	0	0	0	0	0	0	0	0	0	0	0	0	0
—: missing data			0: no statutory restriction				1: partial restriction				2: bans		

## Bibliography and Annexes to the “Advertising” Factsheet

Country	Point-of-Sale	Billboards	Cable TV	Cinemas	Internet	Local Radio	National Radio	National TV	Print	Social Media	Sports Sponsorship	Youth Sponsorship	Event Sponsorship	Total
<b>Wine</b>														
Poland	1	2	2	1	2	2	2	2	1	—	1	1		17
Sweden	1	2	2	1	1	2	2	2	1	1	0	2		17
Croatia	2	2	2	1	2	2	2	2	1	—	0	0		16
France	1	1	2	1	1	1	1	2	1	1	2	2		16
Finland	1	1	1	1	1	1	1	1	1	1	1	2		13
Portugal	1	1	1	1	1	1	1	1	1	1	1	1		12
Czech Republic	1	1	1	1	1	1	1	1	1	1	1	1		12
Bulgaria	1	1	1	1	1	1	1	1	1	1	0	1		11
Italy	1	1	1	1	1	1	1	1	1	1	0	0		10
Hungary	1	1	1	1	1	1	1	1	1	1	0	0		10
Slovenia	1	1	1	1	1	1	1	1	1	1	0	0		10
Latvia	1	1	1	1	0	1	1	1	1	0	1	1		10
Lithuania	0	1	1	1	0	1	1	1	1	—	1	1		9
Romania	1	1	1	1	0	1	1	1	1	0	0	0		8
Spain	1	1	1	1	0	1	1	1	1	0	0	0		8
Estonia	0	1	1	1	0	1	1	2	1	0	0	0		8
Denmark	0	0	1	0	1	1	1	1	0	0	1	2		8
Malta	1	0	1	0	0	1	1	1	0	0	2	0		7
Slovakia	0	0	1	0	0	1	1	1	0	0	0	2		6
UK	0	0	1	0	0	1	1	1	0	0	0	0		4
Cyprus	0	0	1	0	0	1	1	1	0	0	0	0		4
Ireland	0	0	1	0	0	1	1	1	0	0	0	0		4
Netherlands	—	—	1	—	0	1	1	1	—	0	0	0		4
Germany	0	0	1	0	0	0	0	1	0	0	0	0		2
Austria	0	0	0	0	0	0	0	1	0	0	0	0		1
Greece	0	0	0	0	0	0	0	0	0	0	0	0		0
Luxembourg	0	0	0	0	0	0	0	0	0	0	0	0		0
Belgium	0	0	0	0	0	0	0	0	0	0	0	0		0

—: missing data      0: no statutory restriction      1: partial restrictions      2: bans

## Bibliography and Annexes to the “Advertising” Factsheet

Country	Point-of-Sale	Billboards	Cable TV	Cinemas	Internet	Local Radio	National Radio	National TV	Print	Social Media	Sports Sponsorship	Youth Sponsorship	Event Sponsorship	Total
<b>Spirits</b>														
Finland	1	2	2	2	2	2	2	2	2	2	2	2	2	23
Sweden	1	2	2	2	2	2	2	2	2	2	0	2	2	21
Croatia	2	2	2	2	2	1	2	2	2	—	2	2	2	21
Slovenia	2	2	2	2	2	2	2	2	2	2	0	0	0	20
Poland	1	2	2	1	2	2	2	2	1	—	2	2	2	19
France	1	1	2	1	1	1	1	2	1	1	2	2	2	16
Latvia	1	1	2	1	0	1	2	2	1	0	1	1	1	13
Romania	2	2	1	1	2	1	1	1	1	0	0	0	0	12
Czech Republic	1	1	1	1	1	1	1	1	1	1	1	1	1	12
Portugal	1	1	1	1	1	1	1	1	1	1	1	1	1	12
Bulgaria	1	1	1	1	1	1	1	1	1	1	0	1	1	11
Spain	1	1	2	1	0	1	1	2	1	0	0	0	0	10
Hungary	1	1	1	1	1	1	1	1	1	1	0	0	0	10
Italy	1	1	1	1	1	1	1	1	1	1	0	0	0	10
Estonia	0	2	1	1	0	1	1	2	1	0	0	0	0	9
Lithuania	0	1	1	1	0	1	1	1	1	—	1	1	1	9
Denmark	0	0	1	0	1	1	1	1	0	0	1	2	2	8
Slovakia	0	0	1	0	0	1	1	1	0	0	2	2	2	8
Austria	0	0	2	0	0	2	2	1	0	0	0	0	0	7
Malta	1	0	1	0	0	1	1	1	0	0	2	0	0	7
Cyprus	0	0	1	0	0	1	1	1	0	0	0	0	0	4
Ireland	0	0	1	0	0	1	1	1	0	0	0	0	0	4
UK	0	0	1	0	0	1	1	1	0	0	0	0	0	4
Netherlands	—	—	1	—	0	1	1	1	—	0	0	0	0	4
Germany	0	0	1	0	0	0	0	1	0	0	0	0	0	2
Greece	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Belgium	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Luxembourg	0	0	0	0	0	0	0	0	0	0	0	0	0	0

—: missing data                      0: no statutory restriction                      1: partial restrictions                      2: bans

Table 3 - spiritsEUROPE Average Index (from WHO data)

Country	Point-of-Sale	Billboards	Cable TV	Cinemas	Internet	Local Radio	National Radio	National TV	Print	Social Media	Sports Sponsorship	Youth Event Sponsorship	Total
<b>All Alcohol (Average of Beer, Spirits, Wine)</b>													
Sweden	1	2	2	1	1	2	2	2	1	1	0	2	18
Finland	1	1	1	1	1	1	1	1	1	1	1	2	16
France	1	1	2	1	1	1	1	2	1	1	2	2	16
Poland	1	2	2	1	2	2	2	2	1	—	1	1	16
Slovenia	1	1	1	1	1	1	1	1	1	1	0	0	13
Croatia	1	1	1	1	1	1	1	1	1	—	1	1	12
Portugal	1	1	1	1	1	1	1	1	1	1	1	1	12
Czech Republic	1	1	1	1	1	1	1	1	1	1	1	1	12
Bulgaria	1	1	1	1	1	1	1	1	1	1	0	1	11
Latvia	1	1	1	1	0	1	1	1	1	0	1	1	11
Italy	1	1	1	1	1	1	1	1	1	1	0	0	10
Hungary	1	1	1	1	1	1	1	1	1	1	0	0	10
Romania	1	1	1	1	1	1	1	1	1	0	0	0	9
Lithuania	0	1	1	1	0	1	1	1	1	—	1	1	9
Spain	1	1	1	1	0	1	1	1	1	0	0	0	9
Estonia	0	1	1	1	0	1	1	2	1	0	0	0	8
Denmark	0	0	1	0	1	1	1	1	0	0	1	2	8
Malta	1	0	1	0	0	1	1	1	0	0	2	0	7
Slovakia	0	0	1	0	0	1	1	1	0	0	1	2	5
Cyprus	0	0	1	0	0	1	1	1	0	0	0	0	4
Ireland	0	0	1	0	0	1	1	1	0	0	0	0	4
UK	0	0	1	0	0	1	1	1	0	0	0	0	4
Netherlands	—	—	1	—	0	1	1	1	—	0	0	0	4
Austria	0	0	1	0	0	1	1	1	0	0	0	0	3
Germany	0	0	1	0	0	0	0	1	0	0	0	0	2
Luxembourg	0	0	0	0	0	0	0	0	0	0	0	0	0
Belgium	0	0	0	0	0	0	0	0	0	0	0	0	0
Greece	0	0	0	0	0	0	0	0	0	0	0	0	0

—: missing data                      0: no statutory restrictions                      1: partial restrictions                      2: bans