

| | Canada | China | Finland | Hungary | Israel | Italy | Korea | New Zealand | Norway | Panama |
|--|--------|-----------|-----------|---------|--------|---|-------|-------------|--------|-----------|
| Sources of Regulation | | Footnotes | Footnotes | | | | | | | |
| Statute | Yes | Yes | Yes | Yes | | Yes | Yes | Yes | Yes | Yes |
| Sector Specific Self Regulation for Alcohol Industry | Yes | No | No | Yes | | General provisions apply | TBC | Yes | No | No |
| Media Specific Self Regulation for Advertising Industry | Yes | No | No | No | | General provisions apply | Yes | Yes | No | Yes |
| | | | | | | Media & Sector specific provisions to be found in statute law | | | | |
| Do the rules vary depending on whether the marketing communication is broadcast or non-broadcast, online or other media? | Yes | Yes | No | No | | No | Yes | Yes | No | No |
| | | | | | | | | | | |
| Are there specific rules, restrictions, prohibitions or obligations relating to alcohol advertisements which: | | | | | | | | | | |
| promote unwise drinking styles or patterns (e.g. binge-drinking)? | Yes | Yes | Yes | Yes | | Yes | TBC | Yes | No | Yes |
| feature excessive consumption in any context? | Yes | Yes | Yes | Yes | | Yes | Yes | Yes | No | Yes |

| | | | | | | | | | | |
|---|-----|-----|-----|------------|--|-----|-----|-----|-----|-----|
| portray alcohol consumption as being sociable? | Yes | No | Yes | Yes | | Yes | Yes | Yes | No | No |
| portray alcoholic drinks as thirst-quenching? | Yes | No | No | No | | | TBC | No | No | No |
| make any comparison with the strength of other alcoholic products, including making a statement that the product should be preferred because of its high alcoholic content or intoxicating effect? | Yes | No | Yes | Yes | | Yes | TBC | Yes | No | No |
| make the opposite claim i.e. that the product should be preferred because of its low or lower strength? | No | No | Yes | Yes | | | TBC | Yes | No | No |
| show alcohol being consumed in a work environment? | Yes | No | No | Yes (beer) | | No | Yes | Yes | No | No |
| feature or depict activities or locations in which would be unsafe or unwise to consume alcohol or be drunk? For example, operating machinery, driving, or any activities relating to water or heights. | Yes | Yes | Yes | Yes | | Yes | Yes | Yes | Yes | Yes |

| | Portugal | South Africa | Spain |
|--|----------|--------------|-------|
| Sources of Regulation | | | |
| Statute | Yes | Yes | Yes |
| Sector Specific Self Regulation for Alcohol Industry | Yes | Yes | Yes |
| Media Specific Self Regulation for Advertising Industry | Yes | No | Yes |
| | | | |
| Do the rules vary depending on whether the marketing communication is broadcast or non-broadcast, online or other media? | Yes | No | Yes |
| | | | |
| Are there specific rules, restrictions, prohibitions or obligations relating to alcohol advertisements which: | | | |
| promote unwise drinking styles or patterns (e.g. binge-drinking)? | Yes | Yes | Yes |
| feature excessive consumption in any context? | Yes | Yes | Yes |

| | | | |
|---|-----|-----|-----|
| portray alcohol consumption as being sociable? | Yes | Yes | Yes |
| portray alcoholic drinks as thirst-quenching? | No | No | Yes |
| make any comparison with the strength of other alcoholic products, including making a statement that the product should be preferred because of its high alcoholic content or intoxicating effect? | Yes | Yes | Yes |
| make the opposite claim i.e. that the product should be preferred because of its low or lower strength? | Yes | No | No |
| show alcohol being consumed in a work environment? | Yes | No | Yes |
| feature or depict activities or locations in which would be unsafe or unwise to consume alcohol or be drunk? For example, operating machinery, driving, or any activities relating to water or heights. | Yes | Yes | Yes |

| | Sweden | Turkey | United Kingdom |
|--|--|--------|----------------|
| Sources of Regulation | | | |
| Statute | Yes | Yes | Yes |
| Sector Specific Self Regulation for Alcohol Industry | Yes, guidelines adopted jointly by representatives for the Alcohol Industry and the Advertising Industry | Yes | Yes |
| Media Specific Self Regulation for Advertising Industry | Yes, see above | Yes | Yes |
| | | | |
| Do the rules vary depending on whether the marketing communication is broadcast or non-broadcast, online or other media? | Yes | Yes | Yes |
| | | | |
| Are there specific rules, restrictions, prohibitions or obligations relating to alcohol advertisements which: | Generally No, the Swedish rules however prohibit designing alcohol advertisements that are inappropriate concerning the consumers, the context of the advertisement, providing false or deceiving information regarding alcohol, alcohol consumption, the effects of alcohol or other characteristics of alcohol or associating advertising of alcohol with situation where there is a received opinion that there shall be No alcohol consumption. There is also a general requirement, applicable on all advertising of alcohol, to exercise particular moderation in alcohol advertising. | | |
| promote unwise drinking styles or patterns (e.g. binge-drinking)? | No | Yes | Yes |
| feature excessive consumption in any context? | No | Yes | Yes |

| | | | |
|---|-----|-----|-----|
| portray alcohol consumption as being sociable? | No | Yes | Yes |
| portray alcoholic drinks as thirst-quenching? | No | Yes | Yes |
| make any comparison with the strength of other alcoholic products, including making a statement that the product should be preferred because of its high alcoholic content or intoxicating effect? | Yes | Yes | Yes |
| make the opposite claim i.e. that the product should be preferred because of its low or lower strength? | No | Yes | TBC |
| show alcohol being consumed in a work environment? | No | Yes | Yes |
| feature or depict activities or locations in which would be unsafe or unwise to consume alcohol or be drunk? For example, operating machinery, driving, or any activities relating to water or heights. | Yes | Yes | Yes |