



## **MEDIA BRIEFER**

### **Tobacco advertising, promotion, and sponsorship**

#### **How advertising, promotion and sponsorship should be controlled**

*This document focuses on tobacco advertising, promotion, and sponsorship: depiction of tobacco in entertainment media, a subject under Article 13 of the WHO Framework Convention on Tobacco Control (WHO FCTC).*

#### **Previous decisions**

During the eighth session of the Conference of the Parties (COP8), a Working Group was established. The purpose was to develop specific guidelines addressing cross-border tobacco advertisement, promotion, and sponsorship (TAPS) and the portrayal of tobacco in entertainment media.

The Working Group met and engaged in virtual consultations to create specific guidelines, benefiting from expert advice and input from relevant organisations.

Article 13 emphasises the evolving landscape of digital entertainment media, and the potential for cross-border TAPS facilitated by the internet and digital devices. The Expert Group's report highlighted the link between TAPS and increased tobacco use, particularly among young people. The proposed guidelines aim to mitigate youth exposure to tobacco depictions in entertainment media, aligning with efforts to reduce tobacco demand.

#### **Article 13 Obligations**

Parties are obligated under Article 13.2 to enact a comprehensive ban on all forms of TAPS.

## **TAPs and the recent technological advances in entertainment media**

### *Depiction of Tobacco in Entertainment Media*

Parties should implement measures concerning the depiction of tobacco in entertainment media products. These measures should include certification confirming no benefits were received for tobacco depictions, prohibiting identifiable tobacco brands or imagery, mandating anti-tobacco advertisements, and implementing a ratings or classification system considering tobacco depictions.

### *Shifting TAPS Channels*

Despite many forms of TAPS being banned in various media, TAPS has moved to alternative channels, which might not be as effectively regulated. Digital media communication platforms and associated methods pose challenges in regulation due to differing interpretations or insufficiently broad laws.

### *Digital Media Expansion*

Cross-border digital entertainment media has expanded significantly since the adoption of the guidelines, facilitated by widespread internet access, social media, smartphone use, and easy access to digital video, films, and games. These platforms are being increasingly utilised for TAPS, particularly targeting young audiences.

### *Emerging Tobacco Product Markets*

Novel tobacco product markets have emerged since the adoption of the guidelines, presenting unique challenges for TAPS bans and restrictions. These markets often involve advertising and promoting devices designed specifically to facilitate tobacco product consumption, which indirectly promotes the associated tobacco products.

## **Examples of tobacco advertising, promotion, and sponsorship (TAPS) across various media types**

The tobacco industry utilises diverse digital and entertainment platforms to promote their products, often targeting young and impressionable audiences.

- Digital Media-Sharing Platforms:
- Social Media Accounts and Websites:
- Video Games and Applications:
- Films, TV Shows, and Streaming Content:
- Streaming Television Programs:
- Video and Computer Games:
- Smartphone Applications:

Parties are called upon to collaborate and exchange information to assist each other in cross-border enforcement, especially in the context of digital channels.

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