Alcohol Change Australia

7 May 2025

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Dear Ms O'Loughlin

We welcome the opportunity to respond to the *Review into alcohol advertising restrictions in the Free TV Code* and thank the Australian Communications and Media Authority (ACMA) for conducting this important consultation.

Alcohol Change Australia is a group of health and community organisations working together to improve the health and wellbeing of the Australian community. Further information on Alcohol Change Australia, including our members and policy priorities, can be found on our website at www.alcoholchangeaus.org.au.

We strongly support ACMA's decision not to register the revised Free TV Code, as it fails to provide adequate community safeguards that protect children and the broader community from harmful exposure to alcohol advertising. Our position is as follows:

- The existing Free TV Code does not provide appropriate community safeguards and allows extensive exposure to alcohol advertising, including during high-audience viewing periods such as sport and evening programming.
- The Code does not meet community expectations regarding the regulation of alcohol advertising.
- ACMA should replace the existing industry code with a robust program standard that prioritises public health and community wellbeing over commercial interests.

Alcohol products cause significant harm to the Australian community

Every Australian deserves to live a happy, healthy life in connected and safe communities. Sadly, this is not the reality for many Australians experiencing harm caused by alcohol products. Alcohol products take a significant toll on our communities, fuelling violence, injuries, and deaths.

Around one third (31%) of Australians aged over 14 years use alcohol at levels that put their health at risk.[1] Over 8,000 lives are lost and 155,000 Australians are hospitalised annually from using alcohol,[2] and alcohol-induced deaths remain at decade-high levels.[3] Alcohol use is causally linked to over 200 disease and injury

[1] Australian Institute of Health and Welfare (AIHW). Alcohol, tobacco & other drugs in Australia. Canberra: AIHW; 2024. Available from: https://www.aihw.gov.au/reports/alcohol/alcohol-tobacco-other-drugs-australia
[2] Gilmore W, Lensvelt E, Jones P, Dorocicz J, Sherk A, Churchill S, Stockwell T, Chikritzhs T. (2025). *Australian alcohol-attributable harm visualisation tool version 2.2*. National Drug Research Institute, Curtin University and Canadian Institute for Substance Use Research, University of Victoria. Available from: www.alcoholharmtool.info
[3] Australian Bureau of Statistics (ABS). Causes of Death, Australia. Canberra: ABS; 2023. Available from: https://www.abs.gov.au/statistics/health/causes-death/causes-death-australia/latest-release

conditions,[4] and causes at least seven types of cancer.[5] Alcohol products have been linked with increases in the frequency and severity of domestic and family violence.[6,7]

Given the extensive and well-documented harms caused by alcohol products, it is critical that ACMA recognises alcohol as a unique and harmful commodity, regulates alcohol marketing appropriately, and plays a role in preventing harm in the Australian community.

Exposure to alcohol advertising is a driver of alcohol use

National guidelines recommend that children under the age of 18 years abstain from alcohol to reduce the risk of injury and other harms to health, including harm to the developing brain.[8] Despite this, children and young people in Australia are regularly exposed to alcohol advertising, including on television.[9] A recently published survey of 15- to 17-year-olds found that 70% reported seeing alcohol advertising in the past month, with the highest recall being alcohol ads on television (32%).[10] Alcohol marketing contributes to the normalisation of alcohol use by promoting positive social norms and attitudes.[11,12]

There is clear and consistent evidence demonstrating a causal relationship between exposure to alcohol advertising and young people's drinking behaviours.[13] The more children and young people are exposed to alcohol advertising, the more likely they are to start using alcohol products at a younger age, and to drink more if they are already using alcohol.[14] This has implications for health, as early initiation of alcohol use is linked to a range of longer term health outcomes in adulthood, including a greater risk of heavy drinking, alcohol use disorders (including dependence), road accidents involving alcohol, anxiety, depression and drug-related problems.[8]

The constant flow of pro-alcohol messages can also be confronting for people with lived experience of alcohol harm, including those recovering from an alcohol use disorder.[15] Evidence reveals that alcohol

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[4] Rehm J, Gmel GE, Gmel G, Hasan OSM, Imtiaz S, Popova S, et al. The relationship between different dimensions of alcohol use and the burden of disease—An update. Addiction. 2017;112(6):968-1001.
[5] World Cancer Research Fund/American Institute for Cancer Research. Continuous Update Project Expert Report 2018: Alcoholic drinks and the risk of cancer. World Cancer Research Fund/American Institute for Cancer Research. Available from: https://www.wcrf.org/wp-content/uploads/2021/02/Alcoholic-Drinks.pdf
[6] Curtis A, Vandenberg B, Mayshak R, Coomber K, Hyder S, Walker A, et al. Alcohol use in family, domestic and other violence: Findings from a cross-sectional survey of the Australian population. Drug and Alcohol Review. 2019;38(4):349-58.
[7] Noonan P, Taylor A, Burke J. Links between alcohol consumption and domestic and sexual violence against women: Key findings and future directions. ANROWS; 2017.
[8] National Health and Medical Research Council (NHMRC). Australian guidelines to reduce health risks from drinking alcohol. NHMRC: Commonwealth of Australia; 2020. Available from: https://www.nhmrc.gov.au/health-advice/alcohol
[9] Bain E, Scully M, Wakefield M, Durkin S, White V. Association between single-channel and cumulative exposure to alcohol advertising and drinking behaviours among Australian adolescents. Drug and Alcohol Review. 2022; 42(1): 59-67.
[10] NCETA, Flinders Uni, FARE, The George Institute, Cancer Council WA. Poll Snapshot: Children's recall of alcohol advertising. 2025. Available from: Poll-Snapshot-Childrens-recall-of-alcohol-advertising-May-2025.pdf
[11] Alcohol Focus Scotland. Realising our Rights. How to protect people from alcohol marketing. Alcohol Focus Scotland-Alcohol Marketing Expert Network; June 2022. Available from: https://www.alcohol-focus-scotland.org.uk/resources/alcoholmarketingreport2806.pdf
[12] Noel JK, Sammartino CJ, Rosenthal SR. Exposure to Digital Alcohol Marketing and Alcohol Use: A Systematic Review. Journal of Studies on Alcohol and Drugs. 2020 Mar;(s19):57-67.
[13] Sargent J, Babor T. The Relationship Between Exposure to Alcohol Marketing and Underage Drinking Is Causal. Journal of Studies on Alcohol and Drugs. 2020 Mar;(s19):113-124.
[14] Jernigan D, Noel J, Landon J, Thornton N, Lobstein T. Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008. Addiction. 2017;112(s1):7-20.
[15] Murray et al. The effect of alcohol marketing on people with, or at risk of, an alcohol problem: A rapid literature review. University of Nottingham and SPECTRUM; 2022. Available from: https://www.alcohol-focus-scotland.org.uk/resources/Murray-ea-2022-Alcohol-marketing-literature-review-report.pdf

advertisements played during national sports broadcasts increases cravings in people with high-risk alcohol use.[16]

Australia's alcohol marketing framework does not provide adequate protections

We note that other advertising restrictions covered by existing industry codes and standards are out of scope of this review. However, in assessing the suitability of the existing alcohol advertising rules in part 6.2 of the Free TV Code, it is important to recognise that the Free TV Code operates within a broader system of Australian codes and standards that fails to protect children and young people from alcohol marketing.

Australia continues to largely rely on voluntary, industry-managed codes and practices for regulating alcohol marketing. Research shows that the ABAC Scheme is inadequate, ineffective, and lacks transparency and accountability,[17,18,19] consistent with international evidence on the ineffectiveness of alcohol advertising self-regulation. The ABAC Scheme is voluntary and does not cover the entire alcohol industry, relies solely on community complaints rather than active monitoring, and imposes no meaningful penalties for breaches.

In addition, the scope of the ABAC Code is too narrow, allowing alcohol advertising to appear in media environments where children and young people are regularly exposed. As a result, community complaints are frequently dismissed even where children's exposure to alcohol advertising on television is evident, because the placement of the ad does not technically breach the ABAC Code. Examples include beer ads aired during Carols in the Domain on 7Plus, a program featuring children's entertainment including The Wiggles, the cast from Cinderella and Mickey & Minnie Mouse; alcohol ads during televised broadcasts of Australian cricket, AFL, and NRL; and alcohol ads during broadcasts of Lego Masters on 9Now.[20] These examples illustrate the disconnect between the current regulatory framework and the real-world viewing environments in which children encounter alcohol marketing.

As the peak industry body for Australia's commercial television broadcasters, Free TV Australia's primary role is to represent and advance the interests of its members. There is a direct conflict between commercial broadcasting priorities and public health objectives to reduce harm from alcohol. Previous reviews of the Free TV Code illustrate the limitations of industry-led regulation. For example, the 2015 review expanded exemptions for alcohol advertising during sport by allowing alcohol ads in all sports broadcasts on weekends and public holidays, not just live broadcasts. The 2024 review proposed extending the hours during which M-classified programs can be broadcast, including on school days, weekends, and public holidays. Given that alcohol advertising is permitted during M and M15+ classification periods, such changes would have further increased the hours during which alcohol advertising could be shown.

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[16] Hollett RC, Fairclough J, Butt J, Mills B. Exposure to preference-matched alcohol advertisements from national sports broadcasts increases short-term alcohol consumption inclinations in risky drinkers. Health Promotion Journal of Australia. 2024 Jul 1.

[17] Reeve B. Regulation of alcohol advertising in Australia: Does the ABAC Scheme adequately protect young people from marketing of alcoholic beverages? QUT Law Review. 2018;18(1):96-123.

[18] Jongenelis MI, Pierce H, Keric D, Stafford J, Jongenelis G, Pettigrew S. Are Australian regulatory codes adequate in scope to protect youth from alcohol advertising? Health Promotion Journal of Australia. 2021; 32(S2): 212–217.

[19] Aiken A, Lam T, Gilmore W, Burns L, Chikritzhs T, Lenton S, et al. Youth perceptions of alcohol advertising: are current advertising regulations working? Australian and New Zealand Journal of Public Health. 2018: 42: 234-239

[20] See: ABAC determination 1/23, available from: https://abac.org.au/wp-content/uploads/2023/02/1-23-FINAL-Determination-13-February-2023.pdf
ABAC determination 3/20, available from: https://abac.org.au/wp-content/uploads/2020/01/3-20-Determination-30-January-2020.pdf
ABAC determination 155/20 & 156/20, available from: https://abac.org.au/wp-content/uploads/2020/11/155-156-20-Determination-26-November-2020-1.pdf
ABAC determination 42/14, available from: https://abac.org.au/wp-content/uploads/2014/08/42-14-Determination-Tooheys-New-12-August-2014.pdf
ABAC determination 272/21, available from: https://abac.org.au/wp-content/uploads/2021/12/272-21-FINAL-Determination.pdf

Overall, the existing regulatory framework does little to reduce community exposure to alcohol marketing and fails to adequately safeguard public health, underscoring the need for stronger, enforceable regulatory standards. The development of such standards must be independent of industry influence and protected from commercial or vested interests.

The existing Free TV Code is not meeting community standards

The Australian community wants governments to do more to protect young people from alcohol advertising. Representative polling from January 2026 found that three quarters of Australians support less alcohol advertising on television (with only 8% opposed), and 82% agree that alcohol advertising should be restricted during children's viewing hours, including during live sports broadcasts (only 6% disagree).[21]

These figures are consistent with earlier national data. The 2022-23 National Drug Strategy Household survey found that 70% of Australians support limiting alcohol advertising on television until after 9.30pm, and around half support banning alcohol sponsorship of sporting events.[22] Similarly, a 2023 community survey by Alcohol Change Australia found that 63% of Australian adults are concerned about the amount of advertising they see in the community, and 77% support restricting alcohol advertising on television during times when children are likely to be watching, including during live sports broadcasts.

Community concern is also reflected in complaints made to the ABAC Scheme. One of the earliest recorded complaints relating to alcohol advertising during sport is from 2008, when a community member raised concerns about a Victoria Bitter ad shown during an India v Australia cricket match watched by children and young people.[23] In the almost two decades since, similar complaints have been consistently dismissed on the basis that the advertisements placed during sports programs complied with the Free TV Code. The ABAC Panel has itself acknowledged that concerns about alcohol marketing in sport raise broader questions of public policy for government consideration.[24] As noted in another determination, "The concerns raised are genuine and pose important issues of public policy that ultimately are matters for the Australian government."[25] Taken together, this evidence demonstrates that the current Free TV Code does not align with contemporary community expectations and there is a role for ACMA to play in further regulating alcohol marketing on free-to-air television.

Weaknesses of the existing Free TV Code

i. The 'sports loophole' is permitting alcohol advertising during times that children and young people are watching.

The current exemptions in the Code to allow alcohol advertising during sport broadcasts do not adequately protect the community from alcohol advertising. Studies have repeatedly demonstrated that sports broadcasts in Australia expose children and young people to large volumes of alcohol advertising.[26] One Australian study found that the 10 highest-spending alcohol brands placed over 10,600 alcohol

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[21] Foundation for Alcohol Research and Education. Alcohol advertising on Australian commercial television: community attitudes. 2026. Available from: https://fare.org.au/alcohol-advertising-on-australian-commercial-television-community-attitudes/

[22] Australian Institute of Health and Welfare (AIHW). National Drug Strategy Household Survey 2022–2023. Canberra: AIHW, 2024. Available from: https://www.aihw.gov.au/reports/illicit-use-of-drugs/national-drug-strategy-household-survey

[23] ABAC determination 15/08 & 24/08, available from: https://abac.org.au/wp-content/uploads/2013/04/Final-Determination-Victoria-Bitter-17-April-2008.pdf

[24] ABAC determinations 33, 34 & 43/25, available from: https://abac.org.au/

[25] ABAC determination 22/22, available from: https://abac.org.au/wp-content/uploads/2022/03/22-22-Determination-Johnnie-Walker-30-3-22.pdf

[26] Carr S, O'Brien KS, Ferris J, Room R, Livingston M, Vandenberg B, Donovan RJ, Lynott D. Child and adolescent exposure to alcohol advertising in Australia's major televised sports. Drug and Alcohol Review. 2016 Jul;35(4):406-11.

advertisements during Australian sports broadcasts in a single year.[27] This equated to approximately 201 ads or 75 minutes of alcohol advertising from these brands every week.

This exposure is compounded by the substantial number of children and young people who watch sports broadcasts. Television ratings data highlight that hundreds of thousands of Australians under the age of 18 watch sport on television. Almost half a million children and young people aged 0-17 years tuned in to watch the 2025 AFL Grand Final on free-to-air TV. Over 400,000 watched the third State of Origin Rugby League match, and almost 150,000 watched Day 3 of the Sydney Test Cricket Ashes match.[28] This demonstrates that current exemptions result in systematic exposure of large child audiences to alcohol advertising during peak sporting events.

In August 2024, the report from the expert panel reviewing the evidence to prevent gender-based violence was released.[29] This report acknowledged that some industries including alcohol and media are well placed to prevent and reduce domestic, family and sexual violence. This was because these industries were identified to often function as the foundation for, or means of, the escalation of abuse. The Review specifically recommends that alcohol advertising be restricted during sporting events. This recommendation was based on the statistical increase in incidents observed during football grand finals and the high number of younger people who watch sport. This recommendation can be acted on as part of this review.

ii. The current times permitting alcohol ads in the evenings allow exposure of children and young people

Alcohol advertising is generally permitted during M and M15+ classification periods, largely between 8:30pm and 5:00am. However, significant numbers of children and young people under 18 continue to watch television during these hours.

Audience data show that in evening programming past 8.30pm, when alcohol advertising is permitted, hundreds of thousands of young Australians are watching. For example, in 2025 over 180,000 children and young people watched *The Block Grand Final*, over 100,000 watched *The Block Finale*, and more than 80,000 watched *I'm a Celebrity… Get Me Out of Here!*.[30] This demonstrates that the current time-based restrictions do not prevent large-scale exposure of children and young people to alcohol advertising.

iii. The current definition of "commercial for alcoholic drinks" is too restrictive and does not capture the extent of alcohol marketing on television.

The current definition for commercial for alcoholic drinks is limited in scope and means that marketing of alcohol still exists during times when otherwise not permitted. For example, program sponsorship announcements which make no direct reference to the price of goods or services are not captured in the definition. This definition fails to adequately protect the viewers, in particular young people from alcohol advertising. Alcohol companies can promote their brand and by association their products through the common practice of alcohol sponsorship of sports broadcasts. An Australian study looking at advertising during the Bathurst 1000 event found that in a two-hour period during the race there were 106 instances of

[27] Martino F, Ananthapavan J, Moodie M, Sacks G. Potential financial impact on television networks of a ban on alcohol advertising during sports broadcasts in Australia. Australian and New Zealand Journal of Public Heatlh. 2022 Aug;46(4):463-468.

[28] Audience viewership figures for top sport programming for 0 – 17 year olds in 2025 from VOZ (Virtual Australia), accessed by Cancer Council.

[29] Rapid Review Expert Panel. Unlocking the Prevention Potential. Accelerating action to end domestic, family and sexual violence. 2024. Available from: https://www.pmc.gov.au/sites/default/files/resource/download/unlocking-the-prevention-potential-4.pdf

[30] Audience viewership figures for top non-sport programming for 0 – 17 year olds in 2025 from VOZ (Virtual Australia), accessed by Cancer Council.

visual alcohol sponsorship, equating to just less than one per minute. Concerningly there were 117,000 people aged 5-17 years who watched the telecast.[31]

iv. There is a significant regulatory gap in digital television and streaming services.

Broadcast Video On Demand (BVOD) services, including catch-up and streaming platforms such as 7Plus, 9Now and 10Play, are not bound by the alcohol advertising rules in the Code, despite being operated by the same broadcasters. This regulatory gap has resulted in alcohol advertising being shown during programs viewed by children and young people. To date, the commercial broadcasters have not extended the Code to cover their BVOD services, despite ACMA requesting them to do so in public statements in 2024[32] and 2025[33].

As seen in Appendix 1, community complaints have been made over a number of years for alcohol ads appearing during family friendly programs on BVOD services, including Lego Masters, Carols in the Domain, and Home and Away. This issue requires urgent attention given the rapid growth in digital television viewing. With the legislative exclusion of BVOD services from the Broadcasting Services Act due to sunset in September 2027, there is a timely opportunity for these services to be incorporated into a new program standard developed by ACMA over the next year.

The economic contribution of alcohol advertising must be considered alongside the broader costs of alcohol use.

Publicly available data on alcohol advertising expenditure in Australia is limited, as alcohol producers, advertisers, and media companies do not routinely disclose spending. However, recent analysis of commercial television advertising revenue suggests that alcohol advertising accounts for approximately 1.4% to 2% of total annual revenue for commercial television networks.[34] This indicates that broadcasters have relatively low financial reliance on alcohol advertising income.

Any assessment of the economic benefits of alcohol advertising on commercial television should be weighed against the substantial costs of alcohol use to the Australian community. In 2022-23, alcohol use cost the Australian community almost $75 billion in social and economic costs.[35] Given the role of advertising in normalising alcohol use, stronger regulation is likely to deliver long-term public health and economic benefits.

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[31] Davoren SL, Sinclair CA. Children and adolescent exposure to alcohol advertising during Bathurst 1000. Australian and New Zealand Journal of Public Health. 2012;36(1):90-1.

[32] Australian Communications and Media Authority. ACMA welcomes commercial TV code of practice consultation. 3 October 2024. Available from: https://www.acma.gov.au/articles/2024-10/acma-welcomes-commercial-tv-code-practice-consultation

[33] Australian Communications and Media Authority. ACMA decision on revised Commercial Television Industry Code of Practice. 7 June 2025. Available from: https://www.acma.gov.au/articles/2025-06/acma-decision-revised-commercial-television-industry-code-practice

[34] Martino F, Ananthapavan J, Moodie M, Sacks G. Potential financial impact on television networks of a ban on alcohol advertising during sports broadcasts in Australia. Australian and New Zealand Journal of Public Health. 2022;46(4):463-468.

[35] Gadsen T, Craig M, Jan S, Henderson A, Edwards B. Updated social and economic costs of alcohol, tobacco, and drug use in Australia, 2022/23. The George Institute for Global Health. November 2023. Available from: https://www.georgeinstitute.org/sites/default/files/documents/cost-of-alcohol-drug-use-in-aus-report.pdf

Recommendations

It is evident that the existing Free TV Code is failing to meet community expectations and does not deliver appropriate community safeguards. Alcohol Change Australia recommends that ACMA take decisive regulatory action to address these failings, specifically that:

1. ACMA exercise its power under s125 of the *Broadcasting Services Act 1992* to make a program standard to apply to the commercial television broadcasting industry in relation to alcohol advertising, replacing the existing Code due to its failure to deliver appropriate community safeguards.
2. The program standard be framed to provide strong community safeguards that recognise the role that alcohol advertising plays in driving alcohol use. As a minimum, it should further restrict permitted alcohol advertising hours, remove any exemption for alcohol advertising during sports programming, and capture all forms of alcohol marketing seen on broadcast television (including sponsorship and zero/no alcohol products).
3. The program standard be extended to all aspects of the commercial broadcasters' services, including broadcast video on demand.

Any questions regarding our submission, please contact Hannah Pierce, Executive Officer – Alcohol Change Australia, at hannah.pierce@adf.org.au.

Yours sincerely,

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Alcohol Change Australia

Appendix 1: Examples of alcohol ads on broadcast video on demand services

The alcohol ads listed below would not be permitted on free-to-air live television at the times they were seen. However, as the Commercial Television Industry Code of Practice does not apply to broadcast video on demand services, there are no rules preventing alcohol ads being shown during family friendly shows on 7Plus, 9Now, or 10Play. Community complaints relating to these advertisements were considered and dismissed by the Alcohol Beverages Advertising Code (ABAC) Scheme.

Table 1: Summary of determinations by the Alcohol Beverages Advertising Code Scheme between April 2021 and April 2026 relating to alcohol advertising on broadcast-video-on-demand services.

Alcohol ad	Program, channel, and time	Date of complaint	Complaint	Determination
Jack Daniel's Whiskey	Channel 9 News on 9Now at 6.27pm.	25 September 2024	Shown during the news on a Tuesday night.	Dismissed
Tooheys Beer	Channel 7 News on 7Plus at 6.45pm.	23 May 2024		Dismissed
Tooheys Beer	Lego Masters on 9Now (no time specified).	6 May 2024	Lego Masters is a show children watch, and alcohol ads should not be placed during it.	Dismissed
Tooheys Beer	Everybody Loves Raymond (rated PG) on 9Go at 6.26pm.	18 April 2024	Children would be watching	Dismissed
Penfolds Wine	Australian Idol on 7Plus (no time specified).	28 April 2023	Alcohol ads shouldn't be aired when children are watching.	Dismissed
Brewery Duty	Home & Away (rated PG) on 7Plus (no time specified).	30 January 2023	Home & Away is directed at children and teenagers.	Dismissed
Grey Goose Vodka	The Today Show on 9Now at 8.35am.	13 January 2023	Why is alcohol being advertised at 8.30am – the segment of The Today Show following the ad featured children.	Dismissed
Hahn Beer, Uber Eats Alcohol Delivery	Carols in the Domain on 7Plus at 7pm.	2 January 2023	Was watching Carols in the Domain with 7- and 4-year-old daughters – the program is aimed towards families and children. Performers included The Wiggles, Cinderella, Mickey & Minnie Mouse.	Dismissed
Smirnoff Seltzer, Johnnie Walker	10Play between 4.30 and 5pm, and The Amazing Race Australia on 10Play at 6.30pm.	8 and 24 November 2022	10-year-old should not be exposed to regular alcohol ads during our occasional evening tv shows.	Dismissed

Smirnoff Seltzer	Australia's Got Talent on 7Plus (no time specified)	17 October 2022	Advertising alcoholic drinks that appear as a 'normal' drinking during a family show is abhorrent.	Dismissed
White Claw Hard Seltzer	Sunrise on 7Plus during the day.	6 December 2021	Placed when it shouldn't be. Lives with an ex-alcoholic who is distressed by alcohol ads.	Dismissed
Grey Goose Vodka	Lego Masters Bricksmas Special on 9Now during the day.	30 November 2021	Lego Masters is a family show rated PG and the ads were seen during the day.	Dismissed
Actual Vodka Seltzer, Smirnoff Vodka	The Voice on 7Plus at 6pm.	Three complaints between 6 and 21 September 2021	- The Voice is a family show with a young audience. - One complainant was watching with two young children during dinner. - One complainant was watching with 6-year-old daughter.	Dismissed.
Peroni Beer	Millionaire Hot Seat and Channel 9 News from 5pm on Channel 9 BVOD channels.	17 September 2021	Ad was shown during every advert from 5pm, alcohol advertising shouldn't be allowed during this time slot.	Dismissed
Vodka Cruiser Spritz, Jack Daniels, Cellarbrations & BWS	Nine complaints, including for: - Vodka Cruiser Spritz during Lego Masters on 9Now from 6.30 – 8.15pm. - BWS during Lego Masters on 9Now at 7.30pm - Vodka Cruiser Spritz during The Surgeon on 7Plus at 4pm	Nine complaints between 27 April and 24 May 2021	- Lego Masters is a show for children. - One complainant was watching Lego Masters with their 10 yr old child – other ads during the show were for the Peter Rabbit movie. - One complainant was watching with their 12 yr old son.	Dismissed