

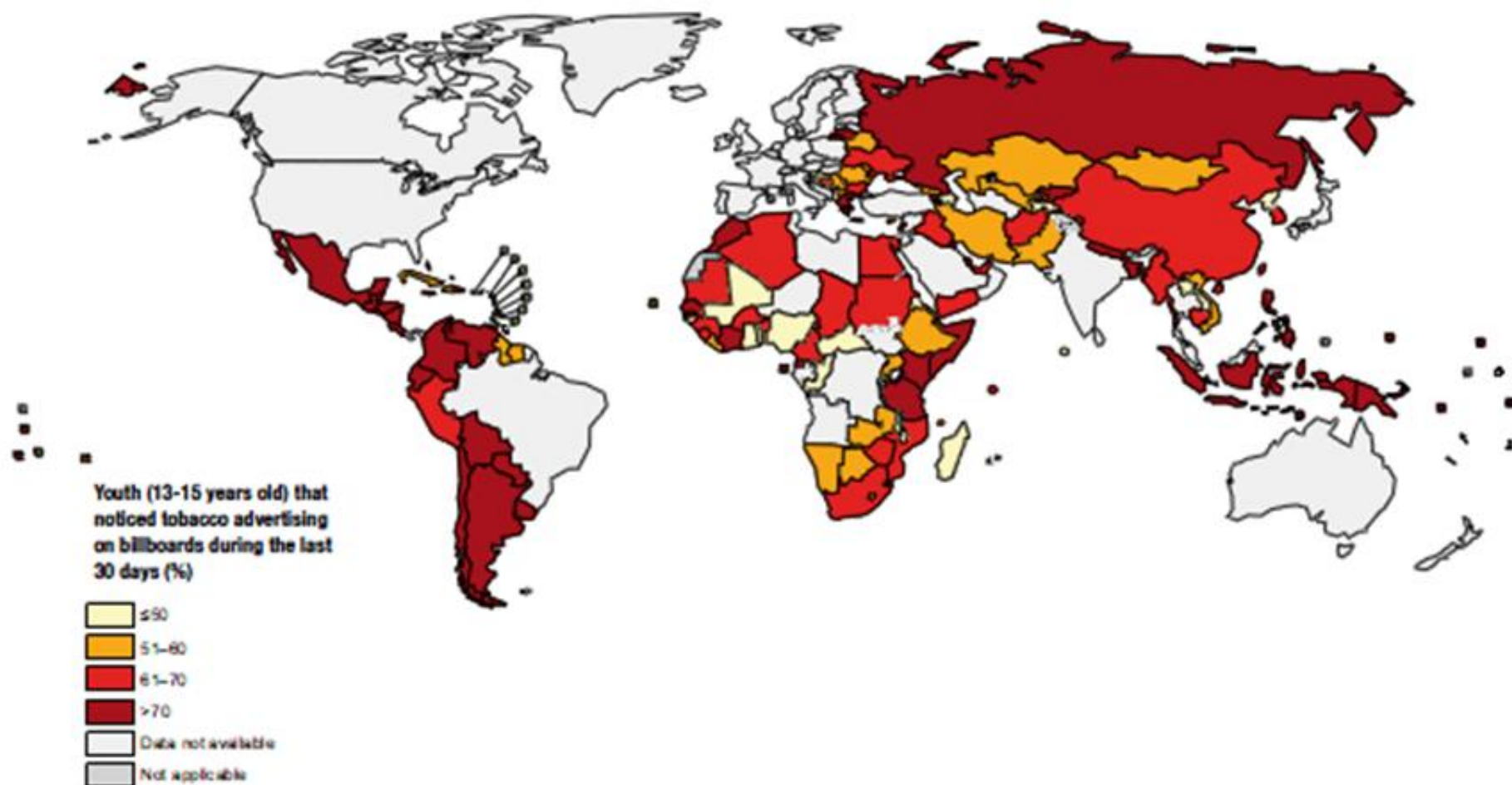
Global Overview of Tobacco Advertising Ban

Findings from WHO Report on The Global Tobacco Epidemic, 2013



**World Health
Organization**

TEENAGERS ARE EXPOSED TO BILLBOARD TOBACCO ADVERTISING AT AN ALARMING MAGNITUDE (DATA FROM THE GLOBAL YOUTH TOBACCO SURVEY)

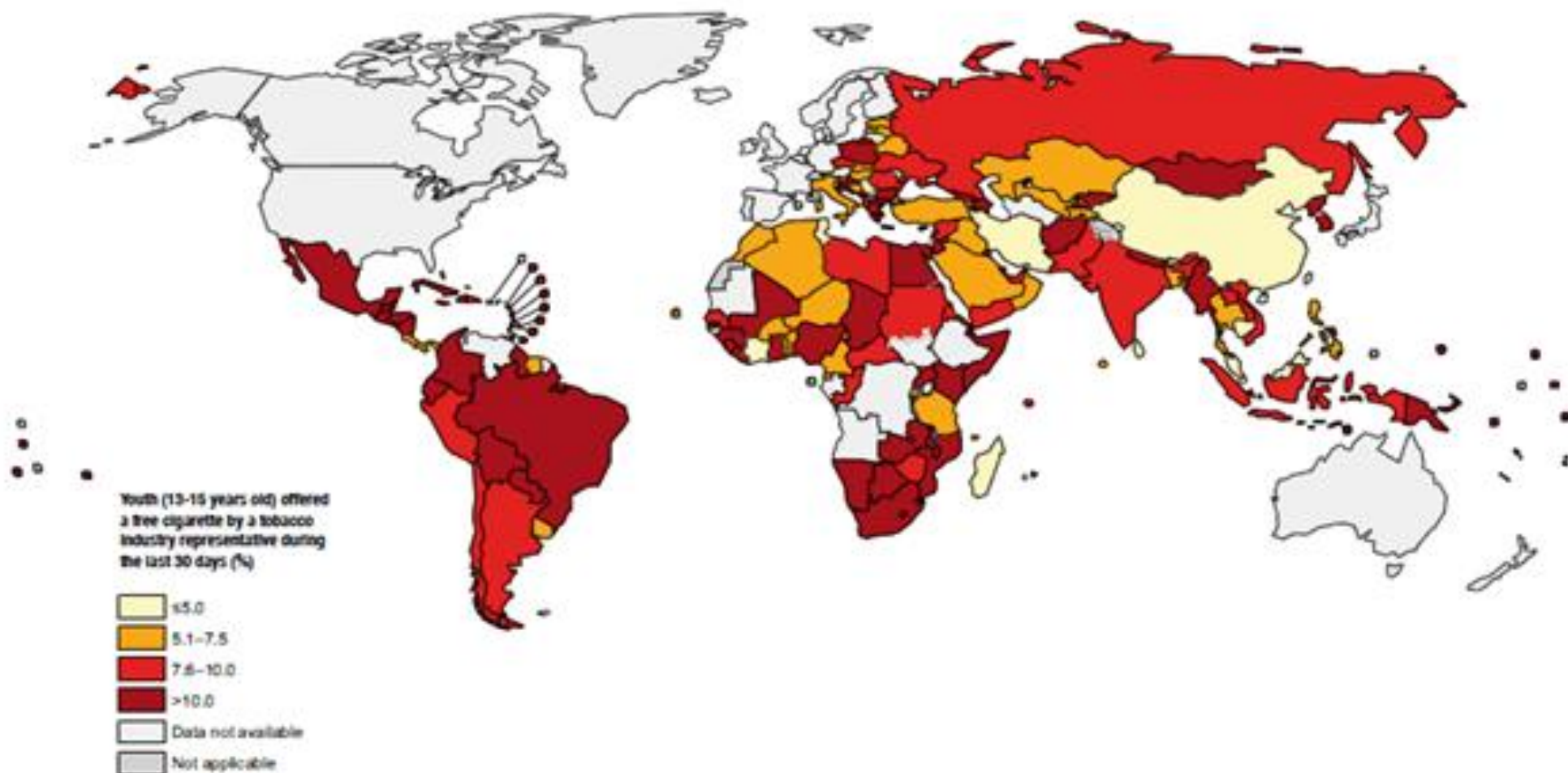


Source: (30).

Notes: The range of survey years (data year) used for producing these maps is 2004-2011.

The following countries and territories have conducted subnational or regional level GYTS: Afghanistan, Algeria, Benin, Bolivia (Plurinational State of), Brazil, Burkina Faso, Cameroon, Central African Republic, Chile, China, Colombia, Democratic Republic of the Congo, Ecuador, Ethiopia, Gambia, Guinea-Bissau, Honduras, Iraq, Liberia, Mozambique, Nicaragua, Nigeria, Pakistan, Poland, Somalia, United Republic of Tanzania, Uzbekistan, Zimbabwe, and West Bank and Gaza Strip.

TOBACCO COMPANIES TARGET TEENAGERS BY OFFERING FREE CIGARETTES (DATA FROM THE GLOBAL YOUTH TOBACCO SURVEY)



Source: (30)

Notes: The range of survey years (data year) used for producing these maps is 2004-2011.

The following countries and territories have conducted subnational or regional level GYTS: Afghanistan, Algeria, Benin, Bolivia (Plurinational State of), Brazil, Burkina Faso, Cameroon, Central African Republic, Chile, China, Colombia, Democratic Republic of the Congo, Ecuador, Ethiopia, Gambia, Guinea-Bissau, Honduras, Iraq, Liberia, Mozambique, Nicaragua, Nigeria, Pakistan, Poland, Somalia, United Republic of Tanzania, Uzbekistan, Zimbabwe, and West Bank and Gaza Strip.

Larangan Komprehensif

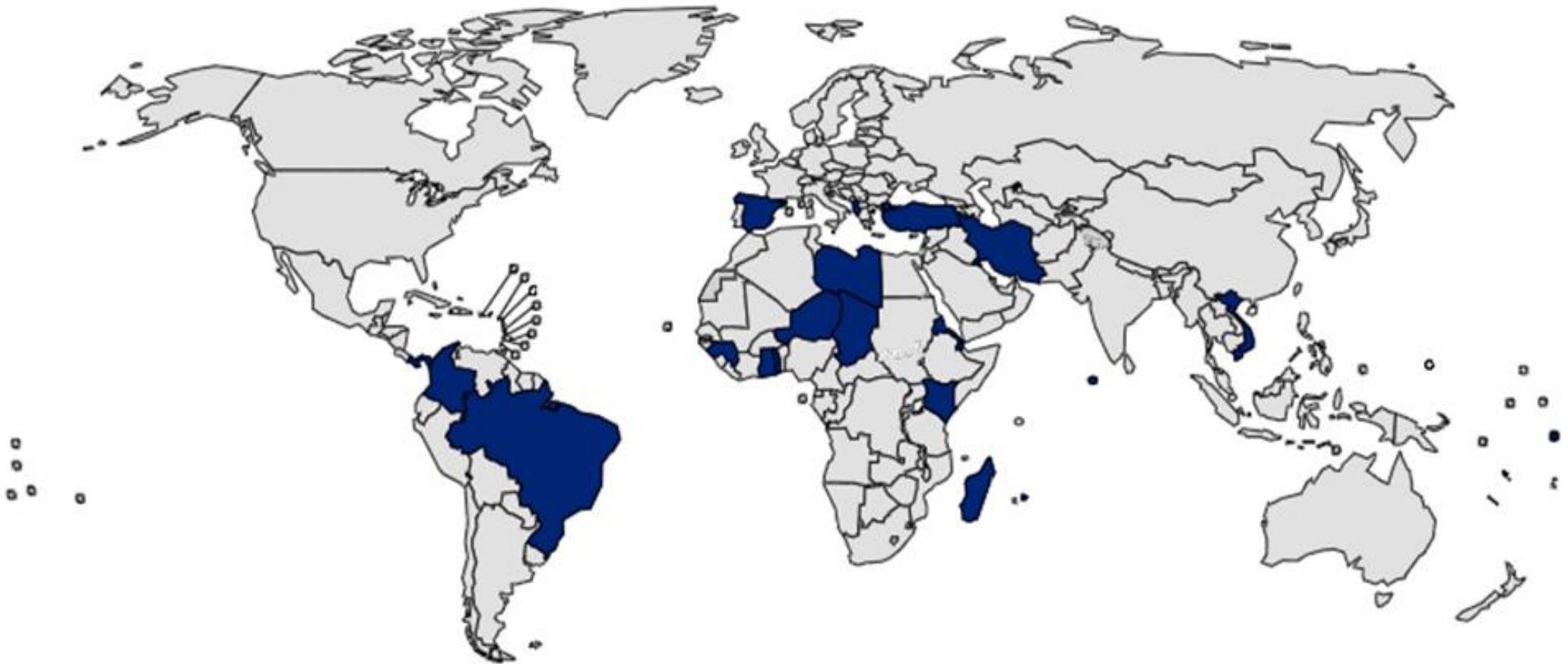
Iklan Langsung

- Media cetak (koran dan majalah)
- Media penyiaran, cable dan satelit (radio dan TV)
- Film layar lebar (iklan sebelum penyangan film)
- Media luar ruang (billboards, transit vehicles and stations)
- Media tempat penjualan point-of-sale (advertising, signage dan product)

Iklan Tidak Langsung

- Pemberian rokok gratis dan produk terkait lainnya
- Potongan harga
- Produk atau jasa yang menggunakan nama merek rokok (brand stretching);
- Penggunaan merek produk non rokok pada rokok (brand sharing)
- Munculnya produk rokok dan merek rokok di TV, film, dan hiburan audiovisual lainnya, termasuk internet
- Kegiatan sponsor rokok
- Kegiatan “CSR”

24 Negara Larangan Komprehensif Iklan Rokok



Countries with the highest level of achievement: Albania, Bahrain*, Brazil*, Chad, Colombia, Djibouti, Eritrea, Ghana*, Guinea*, Iran (Islamic Republic of), Kenya, Kuwait, Libya, Madagascar, Maldives, Mauritius, Niger, Panama, Spain, Togo*, Turkey*, Tuvalu, Vanuatu, Viet Nam*.

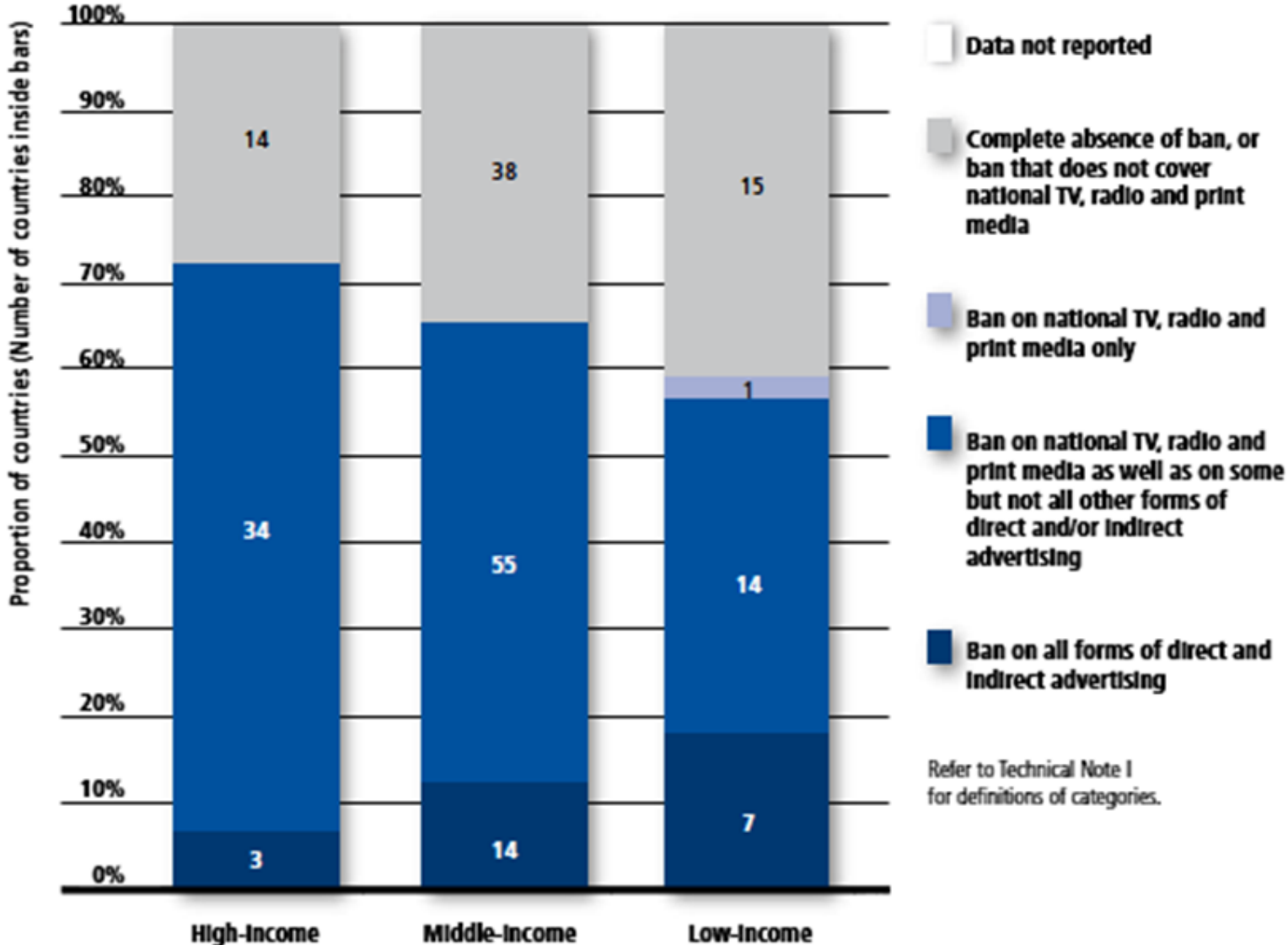
* Country newly at the highest level since 31 December 2010.

24 Negara dengan Larangan Komprehensif Iklan Rokok

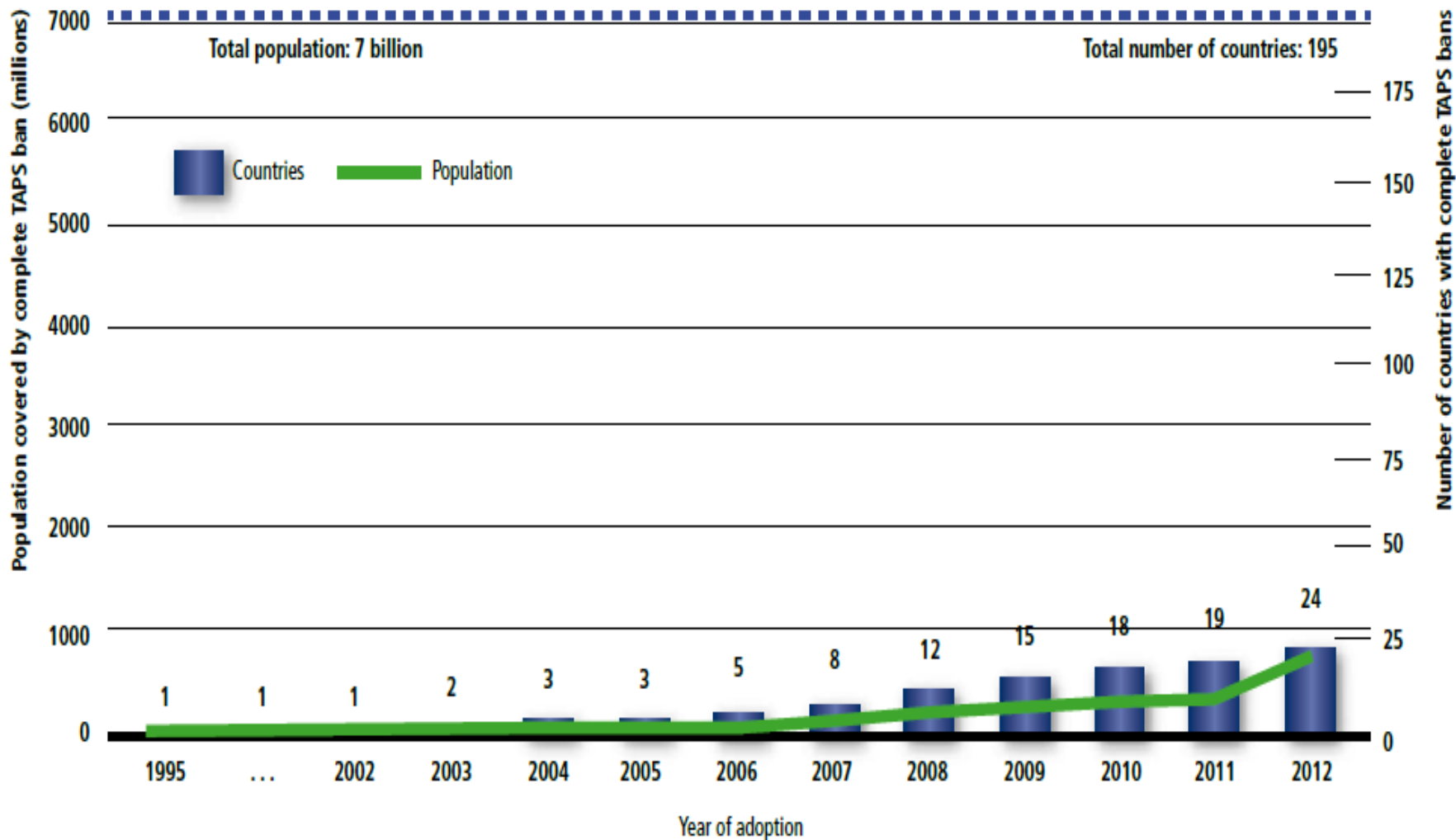
- Albania
- Bahrain
- Brazil
- Chad
- Colombia
- Djibouti
- Eritrea
- Ghana
- Guinea
- Iran
- Kenya
- Kuwait
- Libya
- Madagaskar
- Maldives
- Mauritius
- Nigeria
- Panama
- Spanyol
- Togo
- Turkey
- Turvalu
- Vanuatu
- Vietnam



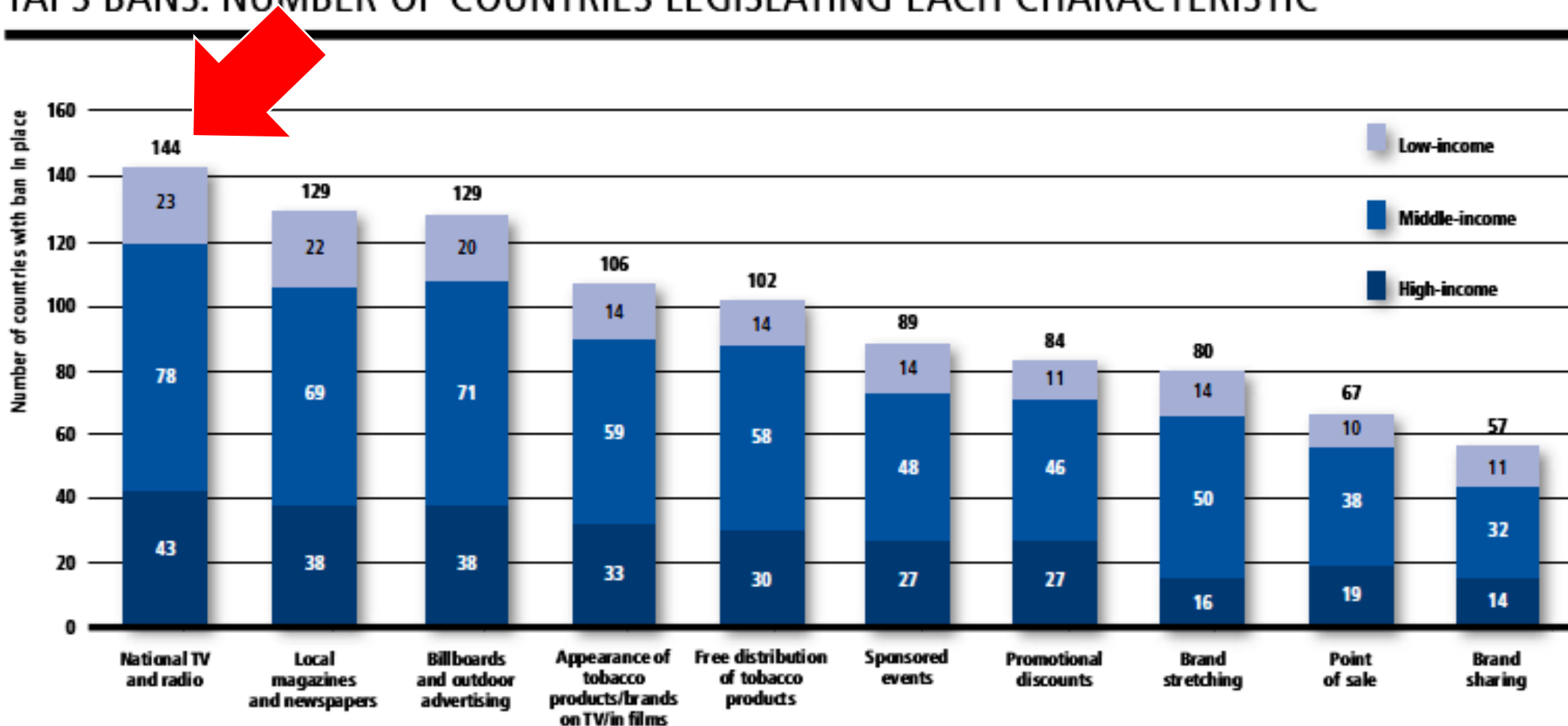
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP



PROGRESS ON COMPLETE TAPS BANS



TAPS BANS. NUMBER OF COUNTRIES LEGISLATING EACH CHARACTERISTIC





1	Afghanistan	37	Czech Republic	73	Lebanon	109	Samoa
2	Albania	38	Congo	74	Libya	110	San Marino
3	Algeria	39	Denmark	75	Lithuania	111	Serbia
4	Argentina	40	Djibouti	76	Luxembourg	112	Seychelles
5	Armenia	41	Ecuador	77	Madagascar	113	Singapore
6	Australia	42	Egypt	78	Malaysia	114	Slovakia
7	Austria	43	El Salvador	79	Maldives	115	Slovenia
8	Azerbaijan	44	Eritrea	80	Mali	116	Solomon Islands
9	Bahamas	45	Estonia	81	Malta	117	South Africa
10	Bahrain	46	Ethiopia	82	Mauritius	118	Spain
11	Bangladesh	47	Fiji	83	Mexico	119	Sri Lanka
12	Belarus	48	Finland	84	Mongolia	120	Sudan
13	Belgium	49	France	85	Montenegro	121	Sweden
14	Benin	50	Gambia	86	Morocco	122	Switzerland
15	Bhutan	51	Georgia	87	Mozambique	123	Syria
16	Bolivia	52	Germany	88	Myanmar	124	Tajikistan
17	Bosnia & Herzegovina	53	Ghana	89	Namibia	125	Thailand
18	Botswana	54	Greece	90	Nauru	126	Yugoslavia
19	Brazil	55	Guinea	91	Nepal	127	Togo
20	Brunei Darussalam	56	Honduras	92	Netherlands	128	Tonga
21	Bulgaria	57	Hungary	93	New Zealand	129	Trinidad & Tobago
22	Burkina Faso	58	Iceland	94	Nicaragua	130	Tunisia
23	Cambodia	59	India	95	Niger	131	Turkey
24	Cameroon	60	Iran	96	Norway	132	Tuvalu
25	Canada	61	Iraq	97	Palau	133	Ukraine
26	Cape Verde	62	Ireland	98	Panama	134	United Arab Emirates
27	Chad	63	Israel	99	Papua Nugini	135	UK & Irlandia Utara
28	Chile	64	Italy	100	Peru	136	Tanzania
29	China	65	Jamaica	101	Philippines	137	United States of America
30	Colombia	66	Jordan	102	Poland	138	Uruguay
31	Comoros	67	Kazakhstan	103	Portugal	139	Uzbekistan
32	Congo	68	Kenya	104	Qatar	140	Vanuatu
33	Cook Islands	69	Kuwait	105	Korea Selatan	141	Venezuela
34	Costa Rica	70	Kyrgyzstan	106	Moldova	142	Viet Nam
35	Croatia	71	Laos	107	Romania	143	Tepi Barat & Jalur Gaza
36	Cyprus	72	Latvia	108	Rusia	144	Yemen

Larangan Iklan Rokok di TV dan Radio

- Paling umum diberlakukan didunia → 144 Negara telah melarangnya (melindungi 6 milyar manusia, 85% dari populasi dunia)
- 118 Negara telah melarang iklan rokok lintas batas negara (TV dan radio) melindungi 75% dari populasi dunia



Komparasi dengan Negara-Negara ASEAN

Negara	Larangan Iklan Rokok di TV dan Radio	Tahun
Brunei Darussalam	√	1976*
Kamboja	√	2011
Laos	√	2009
Malaysia	√	1982*
Myanmar	√	2000*
Filipina	√	2003
Singapura	√	1971*
Thailand	√	1989*
Vietnam	√	2000
Indonesia	X	?