

# Tobacco Control Policy Fact Sheet

## Japan: Advertising, Promotion & Sponsorship

### Regulated Forms of Tobacco Advertising, Promotion and Sponsorship

	Banned	Some Restrictions	Allowed	Uncertain	N/A
Domestic TV and radio (including all broadcast media such as satellite and cable)			■		
Domestic newspapers and magazines			■		
Other domestic print media, such as pamphlets, leaflets, flyers, posters, signs (not including print advertising at the point of sale)			■		
International TV and radio (including all broadcast media such as satellite and cable)			■		
International newspapers and magazines			■		
Internet communications			■		
Outdoor advertising (e.g., billboards, posters)			■		
Point of sale advertising/promotion			■		
Point of sale product display			■		
Conventional mail			■		
Telephone and cellular phone			■		
Brand marking on physical structures			■		
Free distribution of tobacco products			■		
Promotions with a tobacco product purchase			■		
Competitions associated with tobacco products			■		
Direct person to person targeting of individuals			■		
Brand stretching/trademark diversification			■		
Reverse brand stretching or brand sharing			■		
Toys that resemble tobacco products			■		
Candy that resembles tobacco products			■		
Retailer incentive programs			■		
Paid placement of tobacco products in TV, film or other media			■		
Unpaid depiction of tobacco use or tobacco products in media that does not serve a legitimate purpose			■		

Last updated: June 1, 2020

### Regulated Forms of Tobacco Advertising, Promotion and Sponsorship (cont'd)

	Banned	Some Restrictions	Allowed	Uncertain	N/A
Tobacco industry sponsorship of events, activities, individuals, organizations or governments			■		
Publicity of financial or other sponsorship or support by the tobacco industry if tobacco sponsorship is not banned			■		
Promotion by any means that are false, misleading or deceptive			■		

### Definitions of Key Terms - Alignment with the FCTC

	Aligns	Does not Align	N/A
Tobacco Sponsorship		■	
Tobacco Advertising and Promotion		■	
Tobacco Product		■	

### Actions Required for Forms of Advertising, Promotion & Sponsorship Not Banned

	Required	Not Required	Uncertain or N/A
Disclosure to the government by the tobacco industry of information on advertising, promotion and sponsorship activities and expenditures		■	
Health warning messages required on permitted forms of tobacco advertising, promotion and sponsorship		■	
Disclosed information readily available to the public		■	

### Penalties

	Yes	No
Advertising and Promotion	■	
Sponsorship	■	