

**Alcohol Advertising on Sports Television
2001 to 2003**

Children and teens are major fans of sports. A study co-sponsored by ESPN found that in 2001, 93% of youth ages eight to 17 watched, listened to or read about sports via television, radio, newspapers, books, the Internet, video games and the movies. Television is the medium used most for sports by the majority of these youth (93% of boys, 81% of girls).¹ A Harris Youth Sports Report in 1999 found that 29% of kids say they are diehard fans of National Basketball Association (NBA) games, compared with only 14% of adults.² And according to the NFL's senior communications director, "Among our most avid fans, 69% said they were fans of the NFL by the time they were 12."³ Youth ages 12 to 15 prefer to get their sports news from television sports news shows, choosing them over the Internet, family, magazines, newspapers or radio.⁴

The Center on Alcohol Marketing and Youth's own research has demonstrated that overall alcohol advertising on televised sports programming in 2003 was more likely to be seen by adults than youth: youth make up 13.3% of the national television viewing population but on average only 9.1% of the audience for televised sports with alcohol advertising.⁵ In most cases the youth share of the audience for this advertising was lower than the proportion of youth in the television viewing population. However, for 16.5% of alcohol ad placements on televised sports (\$47.1 million worth of advertising spending), the youth share of the audience was higher than the proportion of youth in the overall television viewing population.

Many people, including leading sports columnists and sports figures such as former University of Nebraska football coach and current Congressman Tom Osborne (R-NE),⁶ as well as other members of Congress,⁷ have raised concerns about excessive youth exposure to alcohol advertising on sports programs, particularly in college sports. The purpose of this fact sheet is to provide some basic factual information to inform these public discussions.

The fact sheet looks at alcohol product advertising⁸ on network cable TV, broadcast network TV (national and regional), and broadcast spot TV as reported by TNS Media Intelligence/CMR for 2003.⁹ We compare alcohol product advertising with all other television advertising, with other product advertising on sports programming, and with other alcohol product advertising on television.¹⁰

Alcohol Advertising Versus All Advertising

The alcohol industry spent \$811.2 million on 208,909 product ads on television in 2001, \$990.2 million on 289,381 product ads in 2002, and \$879.1 million on 298,054 product ads on

television in 2003. This represented 1.8% of all television advertising dollars in 2001, 2.0% in 2002, and 1.7% in 2003.

The total number of alcohol product ads represented only 0.4% of all TV ads in all three years. This suggests that, on average, alcohol advertisers bought more expensive and presumably more widely viewed advertisements in comparison to all advertisers. The high percentage of alcohol product advertising on sports programs, which are typically expensive and with high ratings, contributed to this trend.

The alcohol industry spent proportionally more on broadcast network TV than any other TV media type, although it has also steadily increased its expenditures on cable networks:

- Broadcast network TV alcohol advertising represented 2.4% of all network TV ad spending in 2003.
- Cable network TV alcohol advertising represented 1.8% of all cable network advertising in 2003.
- Broadcast spot TV alcohol advertising represented .8% of all broadcast spot advertising in 2003.

Table 1: Alcohol Product Advertising Relative to All Category TV Advertising: 2001 to 2003

Media Type	Alcohol				All Categories	
	Dollars	% of Total	Ads	% of Total	Dollars	Ads
	<u>2001</u>				<u>2001</u>	
Cable Network	\$175,178,152	1.7%	57,430	0.9%	\$10,416,440,450	6,263,080
Broadcast Spot	\$120,746,152	0.8%	145,842	0.3%	\$14,867,954,000	48,912,979
Broadcast Network	\$515,242,100	2.6%	5,637	1.0%	\$19,555,752,800	580,447
Total	\$811,166,404	1.8%	208,909	0.4%	\$44,840,147,250	55,756,506
	<u>2002</u>				<u>2002</u>	
Cable Network	\$203,479,157	1.9%	101,651	1.4%	\$10,878,720,600	7,207,374
Broadcast Spot	\$163,794,740	0.9%	181,104	0.3%	\$17,701,975,000	58,589,865
Broadcast Network	\$622,951,600	3.0%	6,626	1.1%	\$20,803,740,900	602,065
Total	\$990,225,497	2.0%	289,381	0.4%	\$49,384,436,500	66,399,304
	<u>2003</u>				<u>2003</u>	
Cable Network	\$232,735,220	1.8%	119,097	1.5%	\$12,695,992,070	7,982,524
Broadcast Spot	\$138,344,254	0.8%	173,589	0.3%	\$16,842,940,150	60,516,754
Broadcast Network	\$508,063,800	2.4%	5,368	1.0%	\$21,190,094,700	564,001
Total	\$879,143,274	1.7%	298,054	0.4%	\$50,729,026,920	69,063,279

Source: TNS Media Intelligence/CMR 2003

Alcohol Advertising on Sports Versus All Sports Advertising

The alcohol industry spent \$491.7 million to place 59,461 ads in 2001, \$597.3 million to place 80,548 ads in 2002, and \$540.8 million to place 90,817 ads on sports programming on television in 2003.

- This represented between 60.3% and 61.5% of the alcohol industry's overall advertising spending, and between 27.8% and 30.5% of the total number of alcohol product ads in 2001, 2002 and 2003.
- By comparison, sports programming on TV accounted for only 16% to 18% of overall television advertising spending from 2001 to 2003, and roughly 4% of all ads in each of these three years.

Table 2: Alcohol Sports TV Advertising Relative to All Sports TV Advertising: 2001 to 2003

	2001		<u>Alcohol</u>		2003	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
TOTAL SPORTS	\$491,695,626	59,461	\$597,337,222	80,548	\$540,841,358	90,817
TOTAL ALL PROGRAMS	\$811,166,404	208,909	\$990,225,497	289,381	\$879,143,274	298,054
SPORTS AS % OF ALL PROGRAMS	60.6%	28.5%	60.3%	27.8%	61.5%	30.5%

	2001		<u>All Categories</u>		2003	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
TOTAL SPORTS	\$7,435,202,670	2,166,842	\$9,074,508,240	2,675,648	\$8,212,413,180	2,777,224
TOTAL ALL PROGRAMS	\$44,840,147,250	55,756,506	\$49,384,436,500	66,399,304	\$50,729,026,920	69,063,279
SPORTS AS % OF ALL PROGRAMS	16.6%	3.9%	18.4%	4.0%	16.2%	4.0%

Source: TNS Media Intelligence/CMR 2001-2003

Percent of Alcohol Advertising on Sports TV Programming

- Alcohol product advertising accounted for more than three times as much spending on sports programming in 2001, 2002 and 2003 as on TV programming in general, and appeared seven times as often in 2001 and 2002, and eight times as often in 2003.

Table 3: Alcohol Sports Advertising Relative to All Sports Advertising: 2001 to 2003

	Alcohol as % of All Categories					
	2001		2002		2003	
	<u>Dollars</u>	<u>Units</u>	<u>Dollars</u>	<u>Units</u>	<u>Dollars</u>	<u>Units</u>
TOTAL SPORTS	6.6%	2.7%	6.6%	3.0%	6.6%	3.3%
TOTAL ALL PROGRAMS	1.8%	0.4%	2.0%	0.4%	1.7%	0.4%

Source: TNS Media Intelligence/CMR 2001-2003

Top Alcohol Brands on Sports TV

A number of alcohol brands spent significant percentages of their advertising budgets on television sports programming.

- For 2001, 2002, and 2003, Budweiser, Bud Light, Coors Light and Miller Lite were the leading alcohol brands advertising on sports programs.
- Budweiser spent more than 80% of its television advertising expenditures on sports programming in 2001, 2002 and 2003.
- Smirnoff Ice Malt Beverage was the leading non-beer sports advertiser in 2001 and 2002, spending 30% of its 2001 and 46% of its 2002 TV advertising dollars on sports programming. Its sister brand Smirnoff Ice Triple Black Malt Beverage was the leading non-beer sports advertiser in 2003, spending 46% of its TV advertising dollars on sports programming.

Table 4: Top Brands on Sports TV: 2001 to 2003 (Based on Expenditures)

	2001					
	<u>Sports Dollars</u>	<u>Sports Ads</u>	<u>Total Dollars</u>	<u>Total Ads</u>	<u>Sports \$ % of Total</u>	<u>Sports Units % of Total</u>
Top 20 Brands						
Budweiser Beer	\$94,963,010.00	8,653	\$108,020,187	17,933	87.9%	48.3%
Bud Light	\$74,597,872.00	7,712	\$88,695,344	12,077	84.1%	63.9%
Coors Light	\$66,027,723.00	4,587	\$114,172,883	30,770	57.8%	14.9%
Miller Lite	\$58,546,845.00	6,587	\$95,774,490	13,790	61.1%	47.8%
Miller Genuine Draft	\$30,087,921.00	3,224	\$48,892,405	6,942	61.5%	46.4%
Coors	\$27,738,586.00	1,771	\$36,194,312	2,656	76.6%	66.7%
Michelob Light Beer	\$24,957,237.00	1,967	\$35,195,996	5,182	70.9%	38.0%
Heineken Beer	\$17,001,273.00	1,649	\$41,966,632	5,502	40.5%	30.0%
Miller High Life	\$12,075,635.00	2,511	\$15,511,414	3,516	77.8%	71.4%
Smirnoff Ice Malt Beverage	\$10,304,349.00	1,726	\$34,224,194	10,200	30.1%	16.9%
Zima Clear Malt Beverage	\$9,367,295.00	418	\$15,119,954	1,210	62.0%	34.5%
Killian's Irish Red	\$9,030,051.00	466	\$13,420,407	1,452	67.3%	32.1%
Miller Brewing	\$6,388,183.00	367	\$9,771,770	742	65.4%	49.5%
Busch	\$5,765,327.00	672	\$6,116,819	1,595	94.3%	42.1%
Corona Extra Beer	\$4,997,908.00	1,625	\$18,701,200	8,687	26.7%	18.7%
Amstel Light Beer	\$4,395,433.00	1,621	\$10,587,220	6,650	41.5%	24.4%

Mike's Hard Lemonade	\$3,892,140.00	1,862	\$12,761,619	8,470	30.5%	22.0%
Guinness Beers	\$3,620,979.00	434	\$7,595,038	2,641	47.7%	16.4%
Labatt Blue Beer	\$2,989,799.00	1,835	\$6,994,084	7,705	42.7%	23.8%
Fosters Beer	\$2,871,656.00	719	\$10,630,465	3,561	27.0%	20.2%

2002

Top 20 Brands	Sports Dollars	Sports Units	Total Dollars	Total Units	Sports \$ % of Total	Sports Units % of Total
Budweiser Beer	\$108,937,149.00	9,280	\$121,292,489	17,387	89.8%	53.4%
Bud Light	\$89,894,911.00	8,108	\$104,783,261	15,622	85.8%	51.9%
Coors Light	\$86,784,055.00	4,629	\$120,456,918	17,755	72.0%	26.1%
Miller Lite	\$78,360,952.00	7,798	\$105,567,194	18,830	74.2%	41.4%
Michelob Light Beer	\$32,539,310.00	1,492	\$41,671,221	4,083	78.1%	36.5%
Coors	\$25,024,238.00	2,196	\$37,622,954	6,389	66.5%	34.4%
Smirnoff Ice Malt Beverage	\$21,674,589.00	2,459	\$47,257,338	5,819	45.9%	42.3%
Heineken Beer	\$18,648,218.00	2,760	\$44,336,553	9,863	42.1%	28.0%
Miller High Life	\$11,700,624.00	2,463	\$13,354,293	2,934	87.6%	83.9%
Miller Genuine Draft	\$10,042,781.00	3,931	\$24,574,889	11,971	40.9%	32.8%
Jack Daniel's Hard Cola Malt Beverage	\$8,206,921.00	298	\$10,498,342	1,180	78.2%	25.3%
Sam Adams Light	\$7,880,181.00	974	\$17,939,035	6,578	43.9%	14.8%
Busch	\$6,226,085.00	771	\$6,498,137	1,281	95.8%	60.2%
Michelob Ultra Light Beer	\$5,722,989.00	158	\$6,457,530	349	88.6%	45.3%
Bacardi Silver Malt Beverage	\$5,465,250.00	96	\$24,780,079	2,007	22.1%	4.8%
Miller High Life Light Beer	\$5,418,590.00	1,338	\$5,777,793	1,449	93.8%	92.3%
Captain Morgan Gold Malt Beverage	\$5,223,186.00	1,505	\$11,728,679	3,120	44.5%	48.2%
Zima Clear Malt Beverage	\$5,030,482.00	516	\$12,897,772	2,314	39.0%	22.3%
Sky Blue Malt Beverage	\$4,873,831.00	37	\$20,746,671	2,245	23.5%	1.6%
Guinness Beers	\$4,689,284.00	1,716	\$9,154,122	4,986	51.2%	34.4%

2003

Top 20 Brands	Sports Dollars	Sports Units	Total Dollars	Total Units	Sports \$ % of Total	Sports Units % of Total
Bud Light	\$93,016,511.00	9,106	\$120,455,157	17,526	77.2%	52.0%
Miller Lite	\$85,151,843.00	10,210	\$96,780,974	15,796	88.0%	64.6%
Budweiser Beer	\$81,730,252.00	8,411	\$99,729,867	16,021	82.0%	52.5%
Coors Light	\$73,321,437.00	5,679	\$113,993,173	26,278	64.3%	21.6%
Miller Genuine Draft	\$30,537,836.00	2,466	\$35,361,247	6,538	86.4%	37.7%
Michelob Ultra Light Beer	\$19,559,777.00	665	\$28,842,426	2,978	67.8%	22.3%
Coors	\$9,775,447.00	1,688	\$18,537,916	9,267	52.7%	18.2%
Labatt Blue Beer	\$9,432,084.00	2,983	\$15,010,891	7,270	62.8%	41.0%
Miller High Life	\$9,402,900.00	2,865	\$9,625,806	3,089	97.7%	92.7%
Smirnoff Ice Triple Black	\$9,290,251.00	1,936	\$20,393,757	4,840	45.6%	40.0%
Michelob Light Beer	\$8,999,633.00	798	\$15,168,140	3,545	59.3%	22.5%
Heineken Beer	\$8,930,868.00	2,577	\$31,366,448	10,010	28.5%	25.7%
Amstel Light Beer	\$8,823,001.00	5,251	\$18,469,429	9,891	47.8%	53.1%

Samuel Adams Boston Lager	\$8,522,978.00	1,190	\$19,101,508	4,846	44.6%	24.6%
Guinness Beers	\$7,763,630.00	2,055	\$11,664,122	4,361	66.6%	47.1%
Busch	\$7,512,434.00	1,575	\$7,582,442	1,685	99.1%	93.5%
Smirnoff Ice Malt Beverage	\$7,027,879.00	976	\$12,421,423	1,817	56.6%	53.7%
Bacardi Silver Malt Beverage	\$5,600,549.00	224	\$12,817,100	856	43.7%	26.2%
Rolling Rock Beer	\$5,240,343.00	1,543	\$7,079,941	3,288	74.0%	46.9%
Zima Clear Malt Beverage	\$4,753,121.00	372	\$8,377,089	3,363	56.7%	11.1%

Source: TNS Media Intelligence/CMR 2001-2003

Growth of Non-Beer Advertisers on Sports TV

Several non-beer brands of alcohol significantly increased their advertising spending on sports programs between 2001 and 2003. For distilled spirits as a category, sports TV spending increased 350% from 2001 to 2003.¹¹

- Captain Morgan Spiced Rum increased its sports TV spending from almost nothing in 2001 to \$539,009 in 2002 and \$885,800 in 2003.
- Crown Royal Canadian Whiskey increased its sports TV spending by more than 1,000% in 2002, and raised it another 5% in 2003.

In the alcopops¹² category, spending on sports TV increased 138% from 2001 to 2002 and then fell by 43% in 2003.

- The alcopops brands with the greatest sports TV spending in 2003 were Smirnoff Ice Triple Black Malt Beverage, Smirnoff Ice Malt Beverage, Bacardi Silver Malt Beverage, Zima Clear Malt Beverage, Mike's Hard Lemonade Malt Beverage, and Jack Daniel's Hard Cola Malt Beverage.

By contrast, wine was the only non-beer alcohol category that did not increase its sports TV advertising from 2001 to 2003. In fact, spending on wine ads during televised sports decreased over this period by 36%.

Table 5: Growth of Non-Beer Advertisers on Sports TV: 2001 to 2003

Brand	2001		2002		2003		2001 - 2002		2002 - 2003	
	Dollars	Ads	Dollars	Ads	Dollars	Ads	% Change Dollars	% Change Uhits	% Change Dollars	% Change Uhits
<i>Distilled Spirits</i>										
Bacardi Rums	\$0	0	\$0	0	\$134,962	360	NA	NA	NA	NA
Baileys Irish Cream Liqueur	\$80,277	62	\$29,447	57	\$39,951	57	-63.3%	-8.1%	36%	0%
Bombay Sapphire Gin	\$0	0	\$104,122	189	\$2,560	1	NA	NA	-98%	-99%
Canadian Mist Whiskey	\$0	0	\$0	0	\$22,446	45	NA	NA	NA	NA
Captain Morgan Spiced Rum	\$5,797	23	\$539,009	1,496	\$885,800	2,015	9198.1%	6404.3%	64%	35%
Chivas Regal 12	\$0	0	\$0	0	\$433,050	719	NA	NA	NA	NA
Chivas Regal Scotch	\$108,620	68	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Crown Royal Whiskey	\$83,033	83	\$919,572	2,122	\$968,653	2,154	1007.5%	2456.6%	5%	2%
Disaronno Originale Amaretto	\$0	0	\$0	0	\$16,155	16	NA	NA	NA	NA

Grey Goose Vodka	\$0	0	\$0	0	\$211,543	832	NA	NA	NA	NA
Jack Daniel's Whiskey	\$542,059	623	\$606,625	444	\$632,566	1,035	11.9%	-28.7%	4%	133%
Kahlua Liqueurs	\$0	0	\$0	0	\$3,531	11	NA	NA	NA	NA
Kahlua Mudslide Cocktail	\$0	0	\$1,664	7	\$889	5	NA	NA	-47%	-29%
Polar Ice Vodka	\$0	0	\$0	0	\$828	2	NA	NA	NA	NA
Smirnoff Vodkas	\$0	0	\$0	0	\$175,884	874	NA	NA	NA	NA
Southern Comfort	\$0	0	\$0	0	\$79,789	51	NA	NA	NA	NA
The Dalmore Scotch Whiskey	\$0	0	\$0	0	\$82,992	198	NA	NA	NA	NA
Distilled Spirits Total	\$819,786	859	\$2,200,439	4,315	\$3,691,599	8,375	168.4%	402.3%	68%	94%

Alcopops

Arbor Mist Wine Blenders	\$0	0	\$0	0	\$6,330	13	NA	NA	NA	NA
Bacardi Silver Malt Beverage	\$0	0	\$5,465,250	96	\$5,600,549	224	NA	NA	2%	133%
Bacardi Silver O3 Malt Beverage	\$0	0	\$0	0	\$966,100	3	NA	NA	NA	NA
Bacardi Silver Razz Malt Beverage	\$0	0	\$0	0	\$1,161,500	13	NA	NA	NA	NA
Captain Morgan Gold Malt Beverage	\$0	0	\$5,223,186	1,505	\$66,246	225	NA	NA	-99%	-85%
Caribbean Twist	\$0	0	\$1,012	2	\$0	0	NA	NA	-100%	-100%
Dave's Ice Cooler	\$0	0	\$660	1	\$0	0	NA	NA	-100%	-100%
Doc Otis Hard Lemon	\$1,210,703	185	\$254,624	144	\$0	0	-79.0%	-22.2%	-100%	-100%
Jack Daniel's Hard Cola Malt Beverage	\$0	0	\$8,206,921	298	\$2,200,263	259	NA	NA	-73%	-13%
Kahlua Cocktails	\$6,315	4	\$1,360	2	\$0	0	-78.5%	-50.0%	-100%	-100%
Kahlua Rum Cola Cocktail	\$2,838	17	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Mike's Hard Iced Tea	\$0	0	\$1,841,247	1,465	\$54,643	252	NA	NA	-97%	-83%
Mike's Hard Lemonade Malt Beverage	\$3,892,140	1,862	\$3,782,784	2,390	\$2,473,203	2,310	-2.8%	28.4%	-35%	-3%
Sky Blue Malt Beverage	\$0	0	\$4,873,831	37	\$0	0	NA	NA	-100%	-100%
Smirnoff Ice Malt Beverage	\$10,304,349	1,726	\$21,674,589	2,459	\$7,027,879	976	110.3%	42.5%	-68%	-60%
Smirnoff Ice Triple Black	\$0	0	\$0	0	\$9,290,251	1,936	NA	NA	NA	NA
Smirnoff Twisted Five Malt Beverage	\$0	0	\$0	0	\$92,629	123	NA	NA	NA	NA
Stolichnaya Citrona Malt Beverage	\$0	0	\$2,290,397	326	\$0	0	NA	NA	-100%	-100%
Vibe Malt Beverage	\$0	0	\$244,234	117	\$0	0	NA	NA	-100%	-100%
Zima Clear Malt Beverage	\$9,367,295	418	\$5,030,482	516	\$4,753,121	372	-46.3%	23.4%	-6%	-28%
Alcopops Total	\$24,783,640	4,212	\$58,890,577	9,358	\$33,692,714	6,706	137.6%	122.2%	-43%	-28%

Wine

Amberhill Wines	\$0	0	\$483	2	\$0	0	NA	NA	-100%	-100%
Arbor Mist Wines	\$9,791	27	\$7,069	39	\$0	0	-27.8%	44.4%	-100%	-100%
Banrock Station Wines	\$511	1	\$3,212	9	\$0	0	528.6%	800.0%	-100%	-100%
Bella Sera Wines	\$1,500,365	28	\$343,119	177	\$0	0	-77.1%	532.1%	-100%	-100%
Beringer Wines	\$102,342	53	\$35,738	12	\$1,443	4	-65.1%	-77.4%	-96%	-67%
Biltmore Estate Wines	\$0	0	\$0	0	\$2,371	2	NA	NA	NA	NA
Black Swan Wines	\$0	0	\$0	0	\$650,884	229	NA	NA	NA	NA
Bolla Wines	\$0	0	\$4,692	11	\$190,937	25	NA	NA	3969%	127%
Casa Girelli Wines	\$0	0	\$2,982	4	\$0	0	NA	NA	-100%	-100%
Cavit Wines	\$0	0	\$45,463	26	\$0	0	NA	NA	-100%	-100%
Chateau Lafayette Reneau Wines	\$0	0	\$203	3	\$0	0	NA	NA	-100%	-100%
Clos Du Bois Wines	\$0	0	\$0	0	\$5,462	9	NA	NA	NA	NA
Columbia Crest Wines	\$0	0	\$900	4	\$508	32	NA	NA	-44%	700%
Covey Run Wines	\$0	0	\$0	0	\$1,450	3	NA	NA	NA	NA

Delicato Wines	\$2,874	2	\$5,953	8	\$0	0	107.1%	300.0%	-100%	-100%
Fetzer Vineyards California Wines	\$848	5	\$1,322	4	\$0	0	55.9%	-20.0%	-100%	-100%
Gallo of Sonoma Wines	\$40,745	43	\$40,285	54	\$936,220	121	-1.1%	25.6%	2224%	124%
Glen Ellen Wines	\$2,797	4	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Gossamer Bay Wines	\$120,600	8	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Gruet Wines	\$0	0	\$2,864	4	\$0	0	NA	NA	-100%	-100%
Hardy's Stamp of Australia Wines	\$0	0	\$0	0	\$82	2	NA	NA	NA	NA
Jacob's Creek Wines	\$515	2	\$0	0	\$33,127	82	-100.0%	-100.0%	NA	NA
Kendall-Jackson Estates Wines	\$0	0	\$1,687	3	\$0	0	NA	NA	-100%	-100%
Korbel California Champagnes	\$628,816	25	\$511,634	32	\$998,726	76	-18.6%	28.0%	95%	138%
Lindemans Wines	\$231	2	\$426	4	\$0	0	84.4%	100.0%	-100%	-100%
Louis Jadot Wines	\$0	0	\$403	2	\$0	0	NA	NA	-100%	-100%
Luna di Luna Wines	\$0	0	\$16,415	13	\$0	0	NA	NA	-100%	-100%
Martini & Rossi Asti Spumanti	\$0	0	\$3,772	5	\$0	0	NA	NA	-100%	-100%
Meridian Wines	\$120,441	29	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Moet & Chandon Champagnes	\$0	0	\$89	2	\$2,875	13	NA	NA	3130%	550%
Motif Wines	\$1,249	2	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Nathanson Creek Wines	\$524	2	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Opici Wines	\$242	1	\$12,176	15	\$0	0	4931.4%	1400.0%	-100%	-100%
RH Phillips Wines	\$231	1	\$1,262	7	\$0	0	446.3%	600.0%	-100%	-100%
Redwood Creek Wines	\$13,800	21	\$529,442	177	\$238,573	57	3736.5%	742.9%	-55%	-68%
Robert Mondavi Wines	\$1,415	4	\$300	2	\$142	1	-78.8%	-50.0%	-53%	-50%
Rose Manor State Wines	\$3,418	2	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Round Hill Wines	\$0	0	\$3,984	1	\$0	0	NA	NA	-100%	-100%
Sutter Home Wines	\$82,823	14	\$0	0	\$20,597	21	-100.0%	-100.0%	NA	NA
Talus Cellars Wines	\$263	1	\$2,100	5	\$98	1	698.5%	400.0%	-95%	-80%
Trinity Oaks Wines	\$612	3	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Turning Leaf Wines	\$1,361,725	16	\$126,554	6	\$0	0	-90.7%	-62.5%	-100%	-100%
Vanilla Creek Wines	\$453	2	\$0	0	\$0	0	-100.0%	-100.0%	NA	NA
Vendange Wines	\$0	0	\$1,157	1	\$0	0	NA	NA	-100%	-100%
Wild Vines Wines	\$71,694	45	\$2,838	9	\$0	0	-96.0%	-80.0%	-100%	-100%
Wines of Arizona	\$0	0	\$1,285	1	\$0	0	NA	NA	-100%	-100%
Wines of Georgia	\$0	0	\$1,209	1	\$0	0	NA	NA	-100%	-100%
Woodbridge Wines	\$742,100	9	\$160,840	587	\$10,130	14	-78.3%	6422.2%	-94%	-98%
Wine Total	\$4,811,425	352	\$1,871,858	1,230	\$3,093,625	692	-61.1%	249.4%	65%	-44%

Source: TNS Media Intelligence/CMR 2001-2003

Case Studies: Alcohol Advertising on Selected “Big Games”

Significant amounts of advertising dollars were spent on big sports games for 2001, 2002, and 2003, and spending behind the selected big games in 2002 was 16% higher than 2001, and 6% less in 2003 than in 2002.

- NFL Monday Night Football accounted for the greatest amount of alcohol advertising dollars of any “Big Games” programming category (\$40.4 million in 2001, \$42.7 million in 2002, \$38.4 million in 2003).

- NCAA basketball tournament games also accounted for a large portion of alcohol advertising each year (\$23.6 million in 2001, \$27.6 million in 2002, \$21.1 million in 2003).
- The Super Bowl, an annual event, took in \$16.3 million in 2001, \$24.5 million in 2002 and \$29.6 million in 2003 in alcohol advertising. This represents 3.3% of 2001, 4.1% of 2002, and 5.5% of 2003 alcohol sports spending.
- More than \$5 million was spent on college bowl games, and from \$7 million to \$9 million was spent on the World Series each year.
- X-games and women's sports accounted for the least amount of spending when compared with the other "big games," most likely a factor of the relatively small audiences that are drawn to these sports.

Table 6: Alcohol Advertising on Big Sports Games: 2001 to 2003

<u>Program</u>	<u>2001</u>		<u>2002</u>		<u>2003</u>		<u>2003 vs. 2002 % Change</u>	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
SUPER BOWL TOTAL	\$16,335,984	28	\$24,526,587	170	\$29,642,426	279	21%	64%
WORLD SERIES TOTAL	\$9,549,716	116	\$9,240,729	138	\$7,825,840	101	-15%	-27%
NCAA BSKB TOTAL	\$23,550,039	849	\$27,614,409	934	\$21,056,952	395	-24%	-58%
BOWL GAMES TOTAL	\$5,265,622	100	\$5,706,897	234	\$5,670,640	206	-1%	-12%
NFL MONDAY NIGHT FTBL TOTAL	\$40,361,952	522	\$42,701,345	477	\$38,424,393	459	-10%	-4%
X-GAMES TOTAL	\$55,425	27	\$60,209	34	\$47,584	48	-21%	41%
WOMEN'S SPORTS TOTAL	\$540,892	261	\$751,902	541	\$1,236,208	648	64%	20%
BIG SPORTS TOTAL	\$95,659,630	1,903	\$110,602,078	2,528	\$103,904,043	2,136	-6%	-16%

Source: TNS Media Intelligence/CMR 2001-2003

Percent of Alcohol Ads on Sports Games

In 2003, soccer games had the highest percentage of alcohol advertising at 8.3%, followed by hockey games (7.2%), professional basketball games (6.8%), and professional baseball games (4.8%). Approximately one out of every 12 ads in soccer games was an alcohol ad. Ratios for other sports games are as follows:

- one out of 14 in hockey games,
- one out of 15 in professional baseball basketball games,
- one out of 21 in professional baseball games, and
- one out of 25 in college baseball games.

Table 7: Percent of Alcohol Advertising on Sports Games: 2001 to 2003

Program Type	Alcohol			All Categories			Alcohol as % of All		
	<u>2001</u> <u>Ads</u>	<u>2002</u> <u>Ads</u>	<u>2003</u> <u>Ads</u>	<u>2001</u> <u>Ads</u>	<u>2002</u> <u>Ads</u>	<u>2003</u> <u>Ads</u>	<u>2001</u> <u>Ads</u>	<u>2002</u> <u>Ads</u>	<u>2003</u> <u>Ads</u>
SOCCER	1,601	2,362	2,931	27,256	55,299	35,519	5.9%	4.3%	8.3%
HOCKEY - GAME	4,343	4,714	4,548	63,060	62,512	63,568	6.9%	7.5%	7.2%
PROFESSIONAL BASKETBALL - GAME	8,288	8,250	8,033	121,289	138,234	118,394	6.8%	6.0%	6.8%
PROFESSIONAL BASEBALL - GAME	11,864	12,220	10,818	232,516	217,004	227,093	5.1%	5.6%	4.8%
COLLEGE BASEBALL - PRE-GAME	0	2	25	80	226	619	0.0%	0.9%	4.0%
NONPROFESSIONAL FOOTBALL - GAME	6	1,360	1,159	2,395	22,269	29,886	0.3%	NA	3.9%
PROFESSIONAL BASKETBALL - PRE-GAME	173	240	92	6,912	8,073	2,373	2.5%	3.0%	3.9%
COLLEGE BASEBALL - GAME	104	99	113	2,813	4,177	3,523	3.7%	2.4%	3.2%
COLLEGE BASKETBALL - POST-GAME	22	14	13	528	470	442	4.2%	3.0%	2.9%
NONPROFESSIONAL BASKETBALL - GAME	23	825	667	5,528	18,132	25,797	0.4%	4.5%	2.6%
PROFESSIONAL FOOTBALL - GAME	3,989	4,679	4,773	148,852	160,312	190,086	2.7%	2.9%	2.5%
COLLEGE FOOTBALL - PRE-GAME	68	43	24	1,608	1,656	1,011	4.2%	2.6%	2.4%
OTHER SPECIFIC EVENT - GAME	593	1,267	3,195	82,920	117,229	146,020	0.7%	1.1%	2.2%
PROFESSIONAL BASKETBALL - POST-GAME	58	25	18	682	724	855	8.5%	3.5%	2.1%
GOLF	1,207	2,540	4,766	183,505	226,798	254,281	0.7%	1.1%	1.9%
COLLEGE FOOTBALL - GAME	2,898	3,071	2,311	95,139	123,004	128,854	3.0%	2.5%	1.8%
COLLEGE BASKETBALL - GAME	2,646	3,017	2,249	109,109	132,491	126,639	2.4%	2.3%	1.8%
NONPROFESSIONAL BASKETBALL - PRE-GAME	0	0	1	16	0	60	0.0%	NA	1.7%
PROFESSIONAL FOOTBALL - PRE-GAME	319	423	474	23,422	31,926	28,882	1.4%	1.3%	1.6%
PROFESSIONAL BASEBALL - POST-GAME	0	11	6	112	130	382	0.0%	8.5%	1.6%
PROFESSIONAL FOOTBALL - POST-GAME	81	86	80	4,433	5,412	6,605	1.8%	1.6%	1.2%
NONPROFESSIONAL BASEBALL - GAME	30	43	57	3,783	5,447	6,439	0.8%	0.8%	0.9%
COLLEGE FOOTBALL - POST-GAME	1	0	8	384	144	1,041	0.3%	0.0%	0.8%
TENNIS	354	577	388	41,017	50,702	51,340	0.9%	1.1%	0.8%
PROFESSIONAL BASEBALL - PRE-GAME	19	6	10	1,083	994	1,365	1.8%	0.6%	0.7%
COLLEGE BASKETBALL - PRE-GAME	8	3	4	267	398	587	3.0%	0.8%	0.7%
HOCKEY - POST-GAME	0	0	0	12	0	11	0.0%	NA	0.0%
NONPROFESSIONAL BASEBALL - PRE-GAME	0	0	0	0	0	1	NA	NA	0.0%
NONPROFESSIONAL FOOTBALL - PRE-GAME	1	0	0	53	39	17	1.9%	0.0%	0.0%
OTHER SPECIFIC EVENT - POST-GAME	0	0	0	0	0	14	NA	NA	0.0%
HOCKEY - PRE-GAME	2	0	0	95	0	0	2.1%	NA	NA
NONPROFESSIONAL BASKETBALL - POST-GAME	0	0	0	15	13	0	0.0%	0.0%	NA
NONPROFESSIONAL FOOTBALL - POST-GAME	1	0	0	35	46	0	2.9%	0.0%	NA
SPORTS GAMES TOTAL	38,699	45,877	46,763	1,158,919	1,383,861	1,451,704	3.3%	3.3%	3.2%

Source: TNS Media Intelligence/CMR 2001-2003

Average Number of Alcohol Ads on Sports Games

Of sports programs that contained alcohol advertising, the programs with the greatest average number of alcohol ads per program are as follows:¹³

- non-professional football games (primarily classic college football games and USFL games—5.5 ads per program in 2003);
- hockey games (5.3 ads per program in 2003);
- boxing (4.5 ads per program in 2003); and
- professional basketball games (4.4 ads per program in 2003).

Pre- and post-game shows for most professional and non-professional sports games had the lowest average number of alcohol ads per program (less than two per program).

Table 8: Average Number of Alcohol Ads per Sports Game: 2001 to 2003

Program Type	Average Number of Alcohol Ads/Program		
	<u>2001</u>	<u>2002</u>	<u>2003</u>
NONPROFESSIONAL FOOTBALL - GAME	3.0	6.5	5.5
HOCKEY - GAME	5.0	4.9	5.3
BOXING	2.2	4.9	4.5
PROFESSIONAL BASKETBALL - GAME	4.2	3.7	4.4
PROFESSIONAL BASEBALL - GAME	4.3	4.2	4.3
NONPROFESSIONAL BASKETBALL - GAME	2.9	4.7	4.2
GOLF	2.0	2.4	3.4
BOWLING	1.5	1.7	3.2
COLLEGE BASEBALL - GAME	3.1	2.8	3.1
OLYMPICS	6.5	1.9	3.0
AUTO RACING	2.1	2.3	3.0
OTHER SPECIFIC EVENT - GAME	2.5	2.5	2.9
SOCCER	2.1	2.4	2.8
COLLEGE BASKETBALL - GAME	2.4	2.0	2.6
COLLEGE FOOTBALL - GAME	2.9	2.2	2.5
PROFESSIONAL FOOTBALL - GAME	2.3	2.3	2.5
NONPROFESSIONAL BASEBALL - GAME	5.0	2.2	2.5
TENNIS	1.7	2.1	2.3
HORSE RACING	2.3	2.1	2.1
COLLEGE BASEBALL - PRE-GAME	NA	2.0	1.7
COLLEGE FOOTBALL - PRE-GAME	2.6	1.9	1.6
PROFESSIONAL FOOTBALL - PRE-GAME	1.4	1.2	1.5
PROFESSIONAL FOOTBALL - POST-GAME	1.2	1.1	1.3
PROFESSIONAL BASKETBALL - PRE-GAME	1.1	1.1	1.2
PROFESSIONAL BASEBALL - POST-GAME	NA	1.0	1.2
PROFESSIONAL BASKETBALL - POST-GAME	1.5	1.1	1.1
PROFESSIONAL BASEBALL - PRE-GAME	1.1	1.0	1.1
COLLEGE BASKETBALL - POST-GAME	1.1	1.2	1.1

COLLEGE BASKETBALL - PRE-GAME	2.7	1.0	1.0
COLLEGE FOOTBALL - POST-GAME	1.0	NA	1.0
NONPROFESSIONAL BASKETBALL - PRE-GAME	NA	NA	1.0

Source: TNS Media Intelligence/CMR 2001-2003

Advertising on College Sports

A total of \$53 million in 2001, \$58.1 million in 2002, and \$52.2 million in 2003 was spent to place 5,747 (2001), 6,249 (2002) and 4,747 (2003) ads in college sports programs by the alcohol industry. This represented 5.2% (2001), 5.3% (2002) and 4.5% (2003) of total advertising dollars paid for these programs. Alcohol advertising made up more than twice the percentage of ad spending on college sports as on all other television programs—in 2003 it was 4.5% of the advertising on college sports, compared to 1.7% of all advertising dollars on television. This is primarily due to the large amount of alcohol advertising placed on NCAA basketball (both games and post-games), as well as college football games.

Table 9: Alcohol Advertising on College Sports TV: 2001 to 2003

Sports Program Type	Alcohol			All Categories			Alcohol as % of All		
	2001 Dollars	2002 Dollars	2003 Dollars	2001 Dollars	2002 Dollars	2003 Dollars	2001 Dollars	2002 Dollars	2003 Dollars
COLLEGE BASEBALL - GAME	\$48,923	\$108,159	\$80,132	\$2,115,000	\$3,071,800	\$2,976,840	2.3%	3.5%	2.7%
COLLEGE BASEBALL - PRE-GAME	\$0	\$1,358	\$11,243	\$37,000	\$124,000	\$331,050	0.0%	1.1%	3.4%
COLLEGE BASKETBALL - GAME	\$32,440,775	\$34,097,498	\$28,260,794	\$537,041,660	\$569,391,450	\$586,241,120	6.0%	6.0%	4.8%
COLLEGE BASKETBALL - POST-GAME	\$191,370	\$1,554,636	\$1,179,731	\$6,489,800	\$13,363,200	\$18,633,630	2.9%	11.6%	6.3%
COLLEGE BASKETBALL - PRE-GAME	\$142,178	\$34,247	\$14,173	\$5,086,000	\$1,921,700	\$3,381,930	2.8%	1.8%	0.4%
COLLEGE FOOTBALL - GAME	\$19,859,427	\$21,947,490	\$22,484,038	\$447,809,650	\$509,732,040	\$531,923,940	4.4%	4.3%	4.2%
COLLEGE FOOTBALL - POST-GAME	\$19,000	\$0	\$17,857	\$1,849,400	\$1,073,000	\$1,485,350	1.0%	0.0%	1.2%
COLLEGE FOOTBALL - PRE-GAME	\$258,128	\$365,892	\$180,387	\$10,143,930	\$6,200,370	\$6,015,040	2.5%	5.9%	3.0%
COLLEGE SPORTS TOTAL	\$52,959,801	\$58,109,280	\$52,228,355	\$1,010,572,440	\$1,104,877,560	\$1,150,988,900	5.2%	5.3%	4.5%

Source: TNS Media Intelligence/CMR 2001-2003

Alcohol Brands on College Sports

Four brands combined to account for 65% (2001), 58% (2002) and 59% (2003) of college sports advertising dollars by the alcohol industry: Bud Light, Miller Lite, Coors Light and Budweiser. College bowl games and NCAA tournament games are included as part of total college football and basketball spending.

- Bud Light was the leading advertiser on college sports in 2001, 2002 and 2003, accounting for 22%, 18% and 22% of all college TV sports alcohol advertising spending, respectively.
- Miller Lite, Coors Light and Budweiser were also leading college sports TV advertisers.

Table 10: Top Advertising Alcohol Brands on College Sports TV: 2001 to 2003

Brands	2001		% of 2001...	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
Bud Light	\$11,644,071	755	22%	13%
Budweiser Beer	\$10,523,859	515	20%	9%
Miller Lite	\$7,503,910	494	14%	9%
Miller Genuine Draft	\$5,698,333	229	11%	4%
Coors Light	\$4,822,674	505	9%	9%
Michelob Light Beer	\$3,670,274	42	7%	1%
Coors	\$2,079,747	244	4%	4%
Miller High Life	\$1,459,229	199	3%	3%
Becks Beer	\$1,009,672	181	2%	3%
Guinness Beers	\$622,723	107	1%	2%
All other brands	\$3,925,309	2,476	7%	43%
Total	\$52,959,801	5,747	100%	100%

Brands	2002		% of 2002...	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
Bud Light	\$10,701,679	735	18%	12%
Miller Lite	\$10,179,911	507	18%	8%
Coors Light	\$6,472,230	505	11%	8%
Budweiser Beer	\$6,191,718	384	11%	6%
Sky Blue Malt Beverage	\$3,181,000	10	5%	0%
Jack Daniel's Hard Cola Malt Beverage	\$2,763,351	139	5%	2%
Smirnoff Ice Malt Beverage	\$2,397,726	68	4%	1%
Michelob Light Beer	\$2,341,335	34	4%	1%
Bacardi Silver Malt Beverage	\$2,307,035	15	4%	0%
Icehouse Beer	\$2,042,187	1,536	4%	25%
Other Brands	\$9,531,108	2,316	16%	37%
Total	\$58,109,280	6,249	100%	100%

Brands	2003		% of 2003...	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
Bud Light	\$11,365,293	735	22%	15%
Miller Lite	\$10,865,990	140	21%	3%
Budweiser Beer	\$6,313,515	472	12%	10%
Miller Genuine Draft	\$3,410,909	148	7%	3%
Miller High Life	\$2,889,394	96	6%	2%
Coors Light	\$2,484,114	239	5%	5%
Bacardi Silver Malt Beverage	\$2,059,931	33	4%	1%
Busch	\$1,738,870	36	3%	1%
Miller High Life Light Beer	\$1,612,281	38	3%	1%

Killian's Irish Red	\$860,696	199	2%	4%
Other Brands	\$8,627,362	2,611	17%	55%
Total	\$52,228,355	4,747	100%	100%

Source: TNS Media Intelligence/CMR 2001-2003

Alcohol Ads on College Sports by Pre- and Post-Game

The majority of dollars are spent each year by the alcohol industry during the actual college sports game, rather than pre-game or post-game.

Table 11: Alcohol Ads Pre- and Post-Games: 2003

Sports Program Type	Alcohol			
	2003			
	Dollars	% \$	Ads	% Ads
COLLEGE BASEBALL - GAME	\$80,132	87.7%	113	81.9%
COLLEGE BASEBALL - PRE-GAME	\$11,243	12.3%	25	18.1%
COLLEGE BASEBALL- TOTAL	\$91,375	100.0%	138	100.0%
COLLEGE BASKETBALL - GAME	\$28,260,794	95.9%	2,249	99.2%
COLLEGE BASKETBALL - POST-GAME	\$1,179,731	4.0%	13	0.6%
COLLEGE BASKETBALL - PRE-GAME	\$14,173	0.0%	4	0.2%
COLLEGE BASKETBALL- TOTAL	\$29,454,698	100.0%	2,266	100.0%
COLLEGE FOOTBALL - GAME	\$22,484,038	99.1%	2,311	98.6%
COLLEGE FOOTBALL - POST-GAME	\$17,857	0.1%	8	0.3%
COLLEGE FOOTBALL - PRE-GAME	\$180,387	0.8%	24	1.0%
COLLEGE FOOTBALL- TOTAL	\$22,682,282	100.0%	2,343	100.0%
	All Categories			
	2003			
	Dollars	% \$	Ads	% Ads
COLLEGE BASEBALL - GAME				
COLLEGE BASEBALL - PRE-GAME	\$2,976,840	90.0%	3,523	85.1%
COLLEGE BASEBALL- TOTAL	\$331,050	10.0%	619	14.9%
	\$3,307,890	100.0%	4,142	100.0%
COLLEGE BASKETBALL - GAME				
COLLEGE BASKETBALL - POST-GAME	\$586,241,120	96.4%	126,639	99.2%
COLLEGE BASKETBALL - PRE-GAME	\$18,633,630	3.1%	442	0.3%
COLLEGE BASKETBALL- TOTAL	\$3,381,930	0.6%	587	0.5%
	\$608,256,680	100.0%	127,668	100.0%
COLLEGE FOOTBALL - GAME				
COLLEGE FOOTBALL - POST-GAME	\$531,923,940	98.6%	128,854	98.4%
COLLEGE FOOTBALL - PRE-GAME	\$1,485,350	0.3%	1,041	0.8%
COLLEGE FOOTBALL- TOTAL	\$6,015,040	1.1%	1,011	0.8%
	\$539,424,330	100.0%	130,906	100.0%

Source: TNS Media Intelligence/CMR 2001-2003

¹ Statistical Research, Inc., *AAF/ESPN Children and Sports Media Study*, 2001.

² Bob Woods, "Tracking Kids and Sports," *PROMO* (March 1, 2000).

³ *Ibid.*

⁴ EPM Communications, *Research Alert Yearbook 2003* (New York City: EPM Communications, 2003), 273.

⁵ TNS Media Intelligence/CMR 2003.

⁶ Phil Mushnick, "Tasteless, Vulgar and Everywhere," *The New York Post*, Monday 15 September 2003, p. 64; *Congressional Record*, 108th Cong., 1st sess., 2003, p. H8263; Liz Clarke, "A Beer Commercial is Stopped Cold; NCAA's Rejection of Miller Ad for Final Four Is Part of a Brewing Controversy," *The Washington Post*, Saturday 4 April 2003, sec. D, p. 1.

⁷ See, e.g., 108th Congress, S. 2718 and H.R. 4888, Title 1, Section 101(8): "The National Collegiate Athletic Association, its member colleges and universities, and athletic conferences should affirm a commitment to a policy of discouraging alcohol use among underage students and other young fans by ending all alcohol advertising during radio and television broadcasts of collegiate sporting events."

⁸ For analyses of alcohol industry responsibility advertising on television in 2001 and 2002, see Center on Alcohol Marketing and Youth, *Drops in the Bucket: Alcohol Industry "Responsibility" Advertising on Television in 2001* (Washington, DC: Center on Alcohol Marketing and Youth, 2003), and Center on Alcohol Marketing and Youth, *Fewer Drops in the Bucket: Alcohol Industry "Responsibility" Advertising Declined on Television in 2002* (Washington, DC: Center on Alcohol Marketing and Youth, 2004).

⁹ For this purpose, we used the program classification types as reported by TNS Media Intelligence/CMR.

¹⁰ Neither advertising purchases on local cable systems or cable interconnects nor Hispanic television advertising is included in either the alcohol or all category expenditures, and non-product, corporate and event advertising has been excluded from the alcohol expenditures.

¹¹ Distilled spirits advertising does not appear on broadcast television as a result of a voluntary restriction observed by the four broadcast networks.

¹² "Alcopops" are also referred to as "low-alcohol refreshers," "malternatives" or "flavored malt beverages." Many of the brands in this category, which includes brands such as Mike's Hard Lemonade and Smirnoff Ice, have alcohol content of between 4% and 6%, similar to most traditional malt beverages. Alcohol and Tobacco Tax and Trade Bureau (TTB), "Notice No. 4—Flavored Malt Beverages and Related Proposals," *Federal Register* (March 24, 2003): 14293.

¹³ Note that the length of sporting event "programs" varies, and there was no attempt in calculating average per program to control for length of the program.