

Alcohol Advertising Compliance on Cable Television, January - March, 2015

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BACKGROUND

Excessive alcohol consumption contributes to an average of 4,300 deaths among people under age 21 each year,¹ and is associated with many other health risk behaviors, including smoking, physical fighting, and high-risk sexual activity.²⁻⁸ More than 14 longitudinal studies have affirmed that youth exposure to alcohol advertising is associated with the initiation of alcohol consumption by youth, the amount of alcohol consumed per drinking occasion, and adverse health consequences.⁹⁻¹¹

To help limit youth exposure to alcohol advertising, the alcohol industry has established voluntary guidelines for the placement of alcohol advertising on television that require ads to be placed only on programs with an underage audience (i.e., under age 21) that is less than 28.4% of the total audience.¹²⁻¹⁵ However, a recent analysis by Ross et al. found that, from 2005 through 2012, underage youth were exposed to more than 15 billion alcohol advertising impressions that aired on programs that did not comply with the alcohol industry's placement standards, and that almost all of the resulting non-compliant advertising impressions (96%) aired on cable television programs.¹⁶

The Federal Trade Commission (FTC) recommends that alcohol advertisers adopt "No-Buy" lists to avoid placing alcohol advertising on programs that could violate the industry's voluntary placement guidelines.¹⁷⁻¹⁹ To test the potential impact of this industry

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practice, Ross et al. developed three no-buy list criteria consistent with FTC recommendations, including avoiding advertising on programs that were known to have previously violated the alcohol industry's placement standards (i.e., were serially non-compliant); programs that ran during time periods that were known to be popular among underage youth (i.e., high-risk network-dayparts); or programs that were known to have a small number of adult viewers (i.e., low-rated).¹⁶ They subsequently tested the potential impact of these three no-buy list criteria on youth exposure to alcohol advertising, and estimated that by consistently using these criteria, advertisers could eliminate most of the non-compliant alcohol advertising exposures on cable television.¹⁶

The purpose of this report is to assess non-compliant alcohol advertising on cable TV that aired from 2013 through the first quarter of 2015 (i.e., January - March, 2015) based on the three no-buy list criteria developed by Ross et al., and to assess how this non-compliance varied by program, cable network and daypart, and alcohol brand.

METHODS

Measures

Detailed methods are provided in the Appendix. Briefly, alcohol advertising occurrence and commercial audience data were licensed from the Nielsen Ad Intel service (2015 © The Nielsen Company, New York, NY, data from 2012-2015 used under license, all rights reserved). This analysis focuses only on those cable television networks, dayparts, and programs that carried alcohol advertising. A *non-compliant advertisement* was defined as an advertisement that was seen by a television audience that did not comply with the alcohol industry's self-regulatory placement standard (i.e., where greater than 28.4% of all viewers aged 2 years and older were aged 2 to 20 years). Advertising exposure was measured in *impressions*, which are based on the number of viewers seeing an advertisement. *Non-compliant exposure* was therefore defined as the number of advertising impressions seen by youth ages 2 to 20 as a result of non-compliant advertisements.

Non-compliant exposure was classified into one of four sequentially evaluated and mutually exclusive categories: *serially non-compliant*, *high-risk network-daypart*, *low-rated programs*, and *other*. A serially non-compliant advertisement was an advertisement placed on a cable television program that aired at least one non-compliant alcohol advertisement in the prior year. After accounting for serially non-compliant advertisements, high-risk network-daypart advertisements were advertisements placed on cable television networks at times of day that yielded a high number of non-compliant advertisements in the prior year. After accounting for both serially non-compliant and high-risk network-daypart advertisements, low-rated non-compliant advertisements were advertisements placed on cable television programs where the legal-age adult audience (i.e., the total viewers ages 21 and older) was less than approximately 1 million viewers (or an advertising "rating" of less than 0.50, where a "rating" in this context represents the proportion of the adult audience reached by the advertisement). Any non-compliant advertisement not classified into one of the three previous categories was classified as "other."

Data Analysis

The distribution of youth exposure to alcohol advertising on all cable TV programs based on compliance with voluntary industry placement standards was analyzed by quarter for eight quarters from 2013 Q2 through 2015 Q1. The distribution of non-compliant alcohol advertising exposure by no-buy list category (e.g., serially non-compliant) was then assessed over this same period. The change in noncompliant exposure relative to the matching quarter in the previous year (i.e., year over year) was also assessed to control for seasonal variation in the placement of alcohol advertising.

Since many of the same programs produce non-compliant advertisements from year to year (i.e., are "serially non-compliant"),¹⁶ we identified candidate programs for a "no-buy" list by calculating the total number of non-compliant alcohol advertising exposures by program for the 12-quarter period from 2012 Q1 through 2014 Q4 and, separately, for the first-quarter of 2015. The

12-quarter period was used to reduce variations that may be attributed to seasonal advertising or longer advertising business cycles. This analysis was then restricted to the 25 programs with the largest number of non-compliant exposures during these two time periods.

Advertisers are often required by television networks to purchase advertising to be placed at the discretion of the network on any program within a given network-daypart, instead of allowing the advertiser to specify a particular program on which the advertisement is to run. In this manner, television networks can balance their advertising schedules since advertising demand may exceed capacity for certain programs. Thus, in addition to presenting a list of candidate programs for a “no-buy” list, we need to present a list of candidate network-dayparts. Once again, we noted that a small number of network-dayparts contributes the majority of non-compliant exposure from year-to-year.¹⁶ Thus, to identify candidate network-dayparts for a “no-buy” list, we calculated the total number of non-compliant alcohol advertising exposures by network-daypart for the same two time periods. This analysis was then restricted to the top 25 network-dayparts with the largest number of non-compliant exposures during these two time periods.

The final analysis presents the total number of non-compliant alcohol advertising exposures by brand for these two time periods. This analysis was restricted to the 25 brands with the largest number of non-compliant exposures during these two time periods, and the distribution of these exposures was assessed based on the no-buy list criteria (e.g., serially non-compliant).

RESULTS

Table 1a. Number and percentage of non-compliant¹ alcohol advertising exposures on cable television programs, by quarter – United States, 2013 Q2 to 2015 Q1

	Time Period	Age 2 to 20 Exposure		
		Total (000)	Non-Compliant ¹ (000)	Percent Non-Compliant ¹
Year 1				
	2013Q2	4,813,263	666,034	13.8%
	2013Q3	4,132,544	567,703	13.7%
	2013Q4	4,317,372	596,075	13.8%
	2014Q1	2,224,896	295,926	13.3%
Total Year 1		15,488,076	2,125,738	13.7%
Year 2				
	2014Q2	4,629,874	548,449	11.8%
	2014Q3	4,305,479	510,150	11.8%
	2014Q4	4,516,480	514,873	11.4%
	2015Q1	2,220,768	250,443	11.3%
Total Year 2		15,672,601	1,823,916	11.6%
Total Years 1-2		31,160,677	3,949,653	12.7%

Table 1b. Percent annual change in total and non-compliant¹ alcohol advertising exposures on cable television programs, by quarter – United States, 2013 Q2 to 2015 Q1

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Non-Compliant ¹ Exposure
Q2	-3.8%	-17.7%
Q3	4.2%	-10.1%
Q4	4.6%	-13.6%
Q1	-0.2%	-15.4%
Total	1.2%	-14.2%

Source: Nielsen 2013-2015

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older.

Non-compliant exposure is the total number of age 2 to 20 impressions resulting from non-compliant advertisements.

Numbers may not add to totals due to rounding.

Key Findings from Tables 1a and 1b:

- Youth were exposed to a total of 31.2 billion alcohol advertising impressions during the 2-year period from 2013 Q2 through 2015 Q1, and 3.9 billion (12.7%) of these impressions were due to non-compliant alcohol advertising.
- Total annual non-compliant exposure decreased by 14.2% from 2.1 billion impressions in Year 1 to 1.8 billion in Year 2.
- The percent of total alcohol advertising exposure that did not comply with industry standards ranged from 13.8% in the second and fourth quarters of 2013 to 11.3% in the first quarter of 2015.
- When compared to the same quarter in the previous time period, non-compliant advertising impressions decreased 17.7% in Q2, 10.1% in Q3, 13.6% in Q4, and 15.4% in Q1. Most of the decline in non-compliant exposure can be attributed to 40 brands that advertised in Year 1, contributing 427 million non-compliant exposures in that year, which did not advertise in Year 2.

Table 2: Number and percentage of non-compliant¹ alcohol advertising exposures on cable television programs that ran alcohol advertising, by quarter – United States, 2013 Q2 to 2015 Q1

Non-compliant¹ Age 2 to 20 Exposure (Percent of All)

Time Period	All (000)	Serially Non-compliant ² (000)	High-Risk Network-Dayparts ³ (000)	Low-Rated Programs ⁴ (000)	Other ⁵ (000)
Year 1					
2013Q2	666,034	510,145 (76.6%)	109,958 (16.5%)	45,930 (6.9%)	0 (0.0%)
2013Q3	567,703	405,402 (71.4%)	107,317 (18.9%)	53,758 (9.5%)	1,227 (0.2%)
2013Q4	596,075	394,509 (66.2%)	117,712 (19.7%)	63,742 (10.7%)	20,111 (3.4%)
2014Q1	295,926	232,556 (78.6%)	30,276 (10.2%)	14,731 (5.0%)	18,363 (6.2%)
Total Year 1	2,125,738	1,542,612 (72.6%)	365,263 (17.2%)	178,161 (8.4%)	39,701 (1.9%)
Year 2					
2014Q2	548,449	439,524 (80.1%)	84,864 (15.5%)	24,061 (4.4%)	0 (0.0%)
2014Q3	510,150	349,054 (68.4%)	125,449 (24.6%)	34,445 (6.8%)	1,202 (0.2%)
2014Q4	514,873	353,671 (68.7%)	131,056 (25.5%)	30,147 (5.9%)	0 (0.0%)
2015Q1	250,443	201,244 (80.4%)	36,289 (14.5%)	12,910 (5.2%)	0 (0.0%)
Total Year 2	1,823,916	1,343,492 (73.7%)	377,659 (20.7%)	101,563 (5.6%)	1,202 (0.1%)
Total Years 1-2	3,949,653	2,886,104 (73.1%)	742,921 (18.8%)	279,724 (7.1%)	40,903 (1.0%)
Percent Change					
Year 2 / Year 1	-14.2%	-12.9%	3.4%	-43.0%	-97.0%

Source: Nielsen, 2013-2015

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 impressions resulting from non-compliant advertisements.

²Exposure resulting from placement of advertisements on the same programs that were found to produce non-compliant advertisements in the prior calendar year

³Exposure resulting from placement of advertisements on any one of 194 network-time of day combinations that accounted for 90% of non-compliant exposure in the prior calendar year

⁴Exposure resulting from placement of advertisements on cable television programs with an adult rating (ages 21 and older) less than 0.50 (less than approximately 1 million adult viewers)

⁵Exposure resulting from all other non-compliant advertising placements

NOTE: Each category was sequentially evaluated in the order presented (footnotes 2 to 5) and mutually exclusive.

Numbers may not add to totals due to rounding.

Key Findings from Table 2:

- From 2013 Q2 through 2015 Q1, almost all (99%) of non-compliant alcohol advertising exposure appeared on cable television programs that met one of the three no-buy list criteria.
- From 2013 Q2 through 2015 Q1, serially-non-complaint programs were responsible for 73.1% of this exposure, down 12.9% year over year; high-risk network dayparts were responsible for 18.8% of this exposure, up 3.4% year over year; and low-rated cable programs were responsible for 7.1% of this exposure, down 43.0% year over year.
- The percent of non-compliant alcohol advertising that was due to either serially non-compliant advertising or advertising on high-risk network-dayparts accounted for approximately 9 out of every 10 non-compliant exposures in both years.
- The large decline in “other” non-compliant advertising between year 1 and year 2 was due to more than 14 million non-compliant advertising impressions that occurred during the NBA All-Star game airing on TNT in 2014 Q1. This was the first year in which the audience for the NBA All-Star game was too young to meet alcohol advertising guidelines. In 2015 Q1, the NBA All-Star game audience was older and no non-compliant exposures were generated during the live broadcast on TNT, hence the large decline.

Table 3: Total non-compliant¹ alcohol advertising exposure on the 25 cable television programs with the largest number of non-compliant¹ exposures – United States, 2012 Q1 to 2014 Q4 and 2015 Q1

Ranked by total non-compliant ¹ exposure 2012 Q1 through 2014 Q4			Ranked by total non-compliant ¹ exposure 2015 Q1		
Cable Network:Program	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure (000)	Cable Network:Program	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure (000)
FX:FX MOVIE PRIME	1,380	452,829	FX:FX MOVIE PRIME	177	17,094
BET:BET MOVIE OF THE WEEK	1,070	203,329	NGC:BRAIN GAMES	151	16,014
CMDY:COMEDY CENTRAL MOVIE	1,086	192,798	TRU:IMPRACTICAL JOKERS	95	13,370
FX:FX MOVIE LATE	727	160,753	TRU:HACK MY LIFE	116	9,960
SPIKE:SPIKE TV MOVIE	738	129,691	ESPN:SPORTSCENTER MORNING	69	9,165
ESPN:SPORTSCENTER MORNING	707	102,863	TRU:CARBONARO EFFECT_ THE	54	6,573
FX:FX MOVIE PRIME	1,328	100,410	ESQ:ESQ MOVIE	111	5,616
DISC:MYTHBUSTERS	401	85,414	CMDY:COMEDY CENTRAL MOVIE	25	5,285
TRU:IMPRACTICAL JOKERS	435	81,683	FX:FX MOVIE WKND AFTERNOON	23	5,149
CMDY:COLBERT REPORT	531	69,747	FX:FX MOVIE PRIME	16	3,988
TRU:WORLDS DUMBEST	508	67,141	ESPN:NBA REGULAR SEASON REPEAT	32	3,913
ENT:MOVIES WE LOVE	462	60,932	ESQ:AMERICAN NINJA WARRIOR	44	3,612
CMDY:ITS ALWAYS SUNNY IN PHILL	484	60,186	FX:FX MOVIE WKND AFTERNOON	39	3,444
SPIKE:INK MASTER	389	55,911	NGC:HACKING THE SYSTEM	28	2,762
FX:FX MOVIE WKND AFTERNOON	199	55,614	CNTRC:MOVIE OF THE WEEK 2HR	128	2,661
CMDY:DAILY SHOW	416	54,794	FX:PARKS AND RECREATION	32	2,476
TRU:SOUTH BEACH TOW	436	53,947	ESQ:FRIDAY NIGHT TYKES	97	2,439
FX:DVD ON TV	181	53,440	VH1:LOVE AND HIP HOP 5	14	2,217
CMDY:TOSH.O	216	46,343	TRU:KART LIFE	45	2,208
ESPN:SPORTSCENTER MORNING L	233	44,120	TRU:BREAKING GREENVILLE	41	2,131
ESPN:SPORTSCENTER AM L	295	42,046	FX:FX MOVIE LATE	16	2,007
TBSC:TBS LATE MOVIE	262	39,991	CMDY:DAILY SHOW	19	1,971
VH1:LOVE & HIP HOP ATLANTA 2	195	35,604	FXX:MAN SEEKING WOMAN	33	1,895
ESPN:NBA REGULAR SEASON REPEAT	240	34,078	VH1:R&R PICTURE SHOWS	23	1,880
ESQ:AMERICAN NINJA WARRIOR	702	33,921	CMDY:NIGHTLY SHOW	25	1,857
Top 25 Programs	13,621	2,317,584	Top 25 Programs	1,453	129,686
Remaining 10,951 programs	69,112	3,539,592	Remaining 2,261 programs	3,475	120,757
All Programs	82,733	5,857,177	All Programs	4,928	250,443
Top 25 Percent of All Programs	16.5%	39.6%	Top 25 Percent of All Programs	29.5%	51.8%

Source: Nielsen, 2012-2015

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older.

Non-compliant exposure is the total number of age 2 to 20 impressions resulting from non-compliant advertisements.

NOTE: Programs with the designation "L" appended to their name indicate that the ad appeared on the "live" telecast as opposed to a latter repetition of the telecast.

Programs highlighted in boldface in the table generated non-compliant exposure during high-risk network dayparts.

Numbers may not add to totals due to rounding.

Key Findings from Table 3:

- As has been reported in prior analyses,¹⁶ the programs on which non-compliant advertising appears are relatively consistent from year to year. All 25 programs listed above for the 12-quarter period from 2012 Q1 through 2014 Q4 generated serially non-compliant advertising exposure. Similarly, 20 of the 25 programs listed above for the most recent quarter generated serially non-compliant advertising exposure. The remaining 5 programs in the most recent quarter, highlighted in boldface in the table, generated non-compliant exposure during high-risk network dayparts.
- The 25 cable programs with the largest number of non-compliant alcohol advertising exposures were responsible for 39.6% of all non-compliant advertising exposure for the 12-quarter period from 2012 Q1 through 2014 Q4, and for 51.8% of non-compliant exposure during the first quarter of 2015.
- Ten (40%) of the programs with the largest number of non-compliant exposures in the first quarter of 2015 were also among the 25 programs with the largest number of non-compliant exposures for the 12-quarter period from 2012 through 2014, and accounted for more than 1 in 5 (21.7%) of the non-compliant exposures during this three-year period (data not shown). These 10 programs included *FXX:FX Movie Prime*, *TRU:Impractical Jokers*, *ESPN:Sportscenter Morning*, *CMDY:Comedy Central Movie*, *FX:FX Movie Wknd Afternoon*, *FX:FX Movie Prime*, *ESPN:NBA Regular Season Repeat*, *ESQ:American Ninja Warrior*, *FX:FX Movie Late*, and *CMDY:Daily Show*.
- Programs accounting for high levels of non-compliant exposure in the most recent quarter (2015 Q1) that are new to the list include: *NGC:Brain Games*, *TRU:Hack My Life*, *TRU:The Carbonaro Effect*, *ESQ:ESQ Movie*, *FXX:FX Movie Wknd Afternoon*, *NGC:Hacking the System*, *CNTRC:Movie of the Week 2hr*, *FXX:Parks and Recreation*, *ESQ:Friday Night Tykes*, *VH1:Love and Hip Hop 5*, *TRU:Kart Life*, *TRU:Breaking Greenville*, *FXX:Man Seeking Woman*, *VH1:R&R Picture Shows*, and *CMDY:Nightly Show*.

Table 4: Total non-compliant¹ alcohol advertising exposure on the 25 cable television network-dayparts² with the largest number of non-compliant¹ exposures – United States 2012 Q1 to 2014 Q4 and 2015 Q1

Ranked by total non-compliant ¹ exposure 2012 Q1 through 2014 Q4			Ranked by total non-compliant ¹ exposure 2015 Q1		
Cable Network:Program	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure (000)	Cable Network:Program	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure (000)
FX:Overnight	1,640	286,098	TRU:Prime	120	16,191
FX:Prime	712	250,519	TRU:Overnight	236	15,489
CMDY:Overnight	1,384	209,973	FXX:Overnight	141	9,701
TRU:Overnight	1,875	190,723	NGC:Prime	60	8,545
ESPN:Overnight	1,053	177,133	ESPN:MF_Morn_05_10	56	7,381
CMDY:Prime	705	141,683	ESPN:Overnight	52	6,956
VH1:Prime	596	139,094	ESQ:Prime	138	6,017
TRU:Prime	721	136,214	FXX:Prime	56	5,799
SPIKE:Overnight	1,085	121,856	FXX:PrimeAccess	52	5,041
ESPN:MF_Morn_05_10	702	101,654	ESQ:WE_Day_10_16	76	4,362
BET:Prime	498	101,563	CMDY:Overnight	31	3,955
BET:Overnight	538	89,515	NFLN:Overnight	134	3,776
FX:PrimeAccess	287	84,960	ENN:Overnight	211	3,391
TBSC:Overnight	576	80,583	NGC:MF_EF_16_18	47	3,261
SPIKE:Prime	420	77,562	NGC:PrimeAccess	27	3,132
FX:MF_EN_18_19	324	70,320	FX:PrimeAccess	12	3,130
CMDY:PrimeAccess	386	65,069	CMDY:Prime	14	2,881
ESPN2:Overnight	1,176	52,020	FXX:MF_EN_18_19	32	2,863
ENT:Prime	338	50,763	NBAT:Overnight	176	2,835
FXX:Prime	541	49,722	CMDY:MF_EN_18_19	27	2,568
FX:WE_Day_10_16	187	49,096	FXX:WE_Day_10_16	32	2,543
NBAT:Overnight	2,226	48,608	VH1:Prime	14	2,503
FXX:Overnight	957	48,176	FX:Overnight	22	2,475
APL:Prime	202	45,484	NGC:MF_EN_18_19	27	2,471
ESPN:MF_Day_10_16	313	45,137	FX:WE_EF_16_18	13	2,390
Top 25 Programs	19,442	2,713,525	Top 25 Programs	1,806	129,657
Remaining 908 programs	63,291	3,143,652	Remaining 667 programs	3,122	120,786
All Programs	82,733	5,857,177	All Programs	4,928	250,443
Top 25 Percent of All Programs	23.5%	46.3%	Top 25 Percent of All Programs	36.6%	51.8%

Source: Nielsen, 2012-2015

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older.

Non-compliant exposure is the total number of age 2 to 20 impressions resulting from non-compliant advertisements.

²A network-daypart is a particular time of day on a given television network (e.g. Prime Time ("Prime"), which runs from 8PM to 10:59PM).

A complete list of network abbreviations and dayparts is provided in the Appendix.

NOTE: These high-risk network-dayparts have been listed independent of the serially non-compliant programs shown in Table 3.

Numbers may not add to totals due to rounding.

Key Findings from Table 4:

- For purchasing advertising by network and time of day, Table 4 presents a potential “no-buy” list of network-dayparts that generated the highest levels of non-compliant exposure.
- Twelve of the top 25 network-dayparts generating high levels of non-compliant exposure in the 2015 Q1 were also among the top network-dayparts in the previous 12 quarters: *TRU:Prime*, *TRU:Overnight*, *FXX:Overnight*, *ESPN:MF_Morn_05_10*, *ESPN:Overnight*, *FXX:Prime*, *CMDY:Overnight*, *FX:PrimeAccess*, *CMDY:Prime*, *NBAT:Overnight*, *VH1:Prime*, and *FX:Overnight*. Collectively these 12 network-dayparts accounted for 27.6% of all non-compliant exposure in the 12-quarter period (data not shown).
- Network-dayparts generating high levels of non-compliant exposure in the most recent quarter included: *NGC:Prime*, *ESQ:Prime*, *FXX:PrimeAccess*, *ESQ:WE_Day_10_16*, *NFLN:Overnight*, *ENN:Overnight*, *NGC:MF_EF_16_18*, *NGC:PrimeAccess*, *FXX:MF_EN_18_19*, *CMDY:MF_EN_18_19*, *FXX:WE_Day_10_16*, *NGC:MF_EN_18_19*, *FX:WE_EF_16_18*.
- There is considerable overlap between the network-dayparts listed in Table 4 and the programs listed in Table 3, with 81% of the 2.7 billion non-compliant impressions generated on these high-risk network-dayparts also attributed to programs listed in Table 3 (data not shown). Thus, Table 3 and Table 4 together present a similar “no-buy” list solution regardless of whether the alcohol advertiser is purchasing ads on individual programs or on network-dayparts.

Table 5a: Total non-compliant¹ alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant¹ exposures – United States, 2012 Q1 to 2014 Q4

Brand	Age 2 to 20 total exposure (000)	Total non-compliant ¹ exposure (percent of total exposure) (000)	Type of non-compliant ¹ exposure (percent of total non-compliant exposure)			
			Serially non-compliant ² (000)	High-risk network-daypart ³ (000)	Low-rated programs ⁴ (000)	Other ⁵ (000)
Heineken Beer	1,989,065	262,393 (13.2%)	198,038 (75.5%)	31,448 (12.0%)	31,143 (11.9%)	1,765 (0.7%)
Dos Equis Beer	1,870,693	237,688 (12.7%)	180,050 (75.8%)	25,608 (10.8%)	30,643 (12.9%)	1,387 (0.6%)
Miller Lite	1,780,947	196,258 (11.0%)	152,900 (77.9%)	22,692 (11.6%)	20,191 (10.3%)	476 (0.2%)
Samuel Adams Beers	1,183,829	192,807 (16.3%)	157,173 (81.5%)	19,293 (10.0%)	15,866 (8.2%)	476 (0.2%)
Bacardi Rums	1,113,887	175,444 (15.8%)	129,584 (73.9%)	32,102 (18.3%)	13,758 (7.8%)	0 (0.0%)
Disaronno Originale Amaretto	721,891	172,310 (23.9%)	107,131 (62.2%)	40,191 (23.3%)	24,989 (14.5%)	0 (0.0%)
Corona Extra Beer	1,446,477	160,535 (11.1%)	118,863 (74.0%)	23,547 (14.7%)	15,963 (9.9%)	2,162 (1.3%)
Bud Light	1,571,387	159,464 (10.1%)	120,619 (75.6%)	23,776 (14.9%)	15,068 (9.4%)	0 (0.0%)
Samuel Adams Boston Lager	1,088,264	156,899 (14.4%)	123,676 (78.8%)	17,470 (11.1%)	15,754 (10.0%)	0 (0.0%)
Redd's Brewing Company Beverages	1,166,445	137,189 (11.8%)	100,438 (73.2%)	24,939 (18.2%)	8,376 (6.1%)	3,436 (2.5%)
Hennessy Cognacs	700,741	136,539 (19.5%)	106,098 (77.7%)	18,174 (13.3%)	5,517 (4.0%)	6,749 (4.9%)
Coors Light	1,223,643	122,572 (10.0%)	97,007 (79.1%)	16,729 (13.6%)	8,360 (6.8%)	476 (0.4%)
Bud Light Platinum	815,500	105,117 (12.9%)	80,853 (76.9%)	18,169 (17.3%)	4,038 (3.8%)	2,056 (2.0%)
Bud Light Lime-a-Rita	579,983	95,327 (16.4%)	73,229 (76.8%)	19,036 (20.0%)	3,061 (3.2%)	0 (0.0%)
1800 Silver Tequila	556,412	92,676 (16.7%)	79,405 (85.7%)	9,744 (10.5%)	3,528 (3.8%)	0 (0.0%)
Miller 64	669,855	90,774 (13.6%)	72,569 (79.9%)	9,538 (10.5%)	7,828 (8.6%)	839 (0.9%)
Southern Comfort	647,366	76,682 (11.8%)	49,285 (64.3%)	21,915 (28.6%)	4,913 (6.4%)	569 (0.7%)
Daily's Beverages	316,665	76,386 (24.1%)	35,096 (45.9%)	25,185 (33.0%)	15,599 (20.4%)	506 (0.7%)
Twisted Tea Malt Beverage	674,821	72,816 (10.8%)	48,285 (66.3%)	18,884 (25.9%)	4,446 (6.1%)	1,202 (1.7%)
Blue Moon Brewing Company Beers	777,830	72,537 (9.3%)	64,141 (88.4%)	5,191 (7.2%)	3,205 (4.4%)	0 (0.0%)
Captain Morgan Rums	613,457	72,529 (11.8%)	62,243 (85.8%)	6,532 (9.0%)	3,754 (5.2%)	0 (0.0%)
Strongbow Hard Cider	407,047	69,084 (17.0%)	31,533 (45.6%)	32,812 (47.5%)	4,738 (6.9%)	0 (0.0%)
Smirnoff Flavored Vodkas	330,805	68,905 (20.8%)	40,517 (58.8%)	17,732 (25.7%)	9,575 (13.9%)	1,081 (1.6%)
Jagermeister	344,026	67,418 (19.6%)	59,623 (88.4%)	5,339 (7.9%)	2,456 (3.6%)	0 (0.0%)
Sailor Jerry Spiced Navy Rums	344,858	67,180 (19.5%)	55,194 (82.2%)	6,514 (9.7%)	4,900 (7.3%)	572 (0.9%)
Top 25 Brands	22,935,895	3,137,530 (13.7%)	2,343,553 (74.7%)	492,558 (15.7%)	277,668 (8.8%)	23,751 (0.8%)
Remaining 157 brands	21,705,179	2,719,647 (12.5%)	1,996,496 (73.4%)	494,486 (18.2%)	205,052 (7.5%)	23,613 (0.9%)
All Brands	44,641,073	5,857,177 (13.1%)	4,340,048 (74.1%)	987,044 (16.9%)	482,720 (8.2%)	47,364 (0.8%)
Top 25 % of All Brands	51.4%	53.6%	54.0%	49.9%	57.5%	50.1%

Source: Nielsen 2012-2014

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older.

Non-compliant exposure is the total number of age 2 to 20 impressions resulting from non-compliant advertisements.

²Exposure resulting from placement of advertisements on the same programs that were found to produce non-compliant advertisements in the prior calendar year

³Exposure resulting from placement of advertisements on any one of 135 network-time of the day combinations that accounted for 90% of non-compliant exposure in the prior calendar year

⁴Placement on cable television programs with an adult rating (ages 21 and older) less than 0.50 (less than approximately 1 million adult viewers)

⁵All other non-compliant underage advertising exposure

NOTE: Each category is sequentially evaluated in the order presented (footnotes 2-5) and mutually exclusive.

Numbers may not add to totals due to rounding.

Table 5b: Total non-compliant¹ alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant¹ exposures – United States, 2015 Q1

Brand	Age 2 to 20 total exposure (000)	Total non-compliant ¹ exposure (percent of total exposure) (000)	Type of non-compliant ¹ exposure (percent of total non-compliant exposure)			
			Serially non-compliant ² (000)	High-risk network-daypart ³ (000)	Low-rated programs ⁴ (000)	Other ⁵ (000)
Heineken Beer	223,624	36,363 (16.3%)	30,976 (85.2%)	3,800 (10.5%)	1,586 (4.4%)	0 (0.0%)
Samuel Adams Beers	222,179	26,040 (11.7%)	21,272 (81.7%)	3,840 (14.7%)	928 (3.6%)	0 (0.0%)
Redds Brewing Company Beverages	134,573	18,855 (14.0%)	17,166 (91.0%)	1,499 (7.9%)	190 (1.0%)	0 (0.0%)
Strongbow Hard Cider	158,539	15,797 (10.0%)	14,337 (90.8%)	1,131 (7.2%)	329 (2.1%)	0 (0.0%)
Miller Lite	157,043	15,113 (9.6%)	11,144 (73.7%)	2,648 (17.5%)	1,321 (8.7%)	0 (0.0%)
Bud Light	116,356	12,449 (10.7%)	6,126 (49.2%)	4,267 (34.3%)	2,056 (16.5%)	0 (0.0%)
Angry Orchard Hard Ciders	98,766	11,361 (11.5%)	9,655 (85.0%)	1,240 (10.9%)	466 (4.1%)	0 (0.0%)
Dos Equis Beer	59,170	11,270 (19.0%)	10,043 (89.1%)	980 (8.7%)	247 (2.2%)	0 (0.0%)
Corona Extra Beer	59,255	8,220 (13.9%)	6,831 (83.1%)	1,208 (14.7%)	181 (2.2%)	0 (0.0%)
Smith and Forge Hard Cider	54,821	8,218 (15.0%)	6,672 (81.2%)	1,546 (18.8%)	0 (0.0%)	0 (0.0%)
Hennessy Cognacs	39,339	7,421 (18.9%)	4,406 (59.4%)	2,763 (37.2%)	251 (3.4%)	0 (0.0%)
Budweiser Beer	69,628	7,363 (10.6%)	4,794 (65.1%)	1,359 (18.4%)	1,211 (16.4%)	0 (0.0%)
Stella Artois Beer	57,733	6,644 (11.5%)	4,803 (72.3%)	1,337 (20.1%)	505 (7.6%)	0 (0.0%)
Coors Light	62,853	5,728 (9.1%)	4,278 (74.7%)	884 (15.4%)	566 (9.9%)	0 (0.0%)
Belvedere Vodka	66,077	4,719 (7.1%)	4,418 (93.6%)	184 (3.9%)	117 (2.5%)	0 (0.0%)
Coors	66,823	4,675 (7.0%)	3,540 (75.7%)	1,012 (21.6%)	124 (2.7%)	0 (0.0%)
Samuel Adams Boston Lager	28,269	4,067 (14.4%)	3,147 (77.4%)	786 (19.3%)	135 (3.3%)	0 (0.0%)
Bud Light Mixx Tail Beverages	24,861	3,779 (15.2%)	2,851 (75.5%)	433 (11.5%)	495 (13.1%)	0 (0.0%)
Makers Mark Makers 46	26,580	3,298 (12.4%)	2,036 (61.7%)	1,262 (38.3%)	0 (0.0%)	0 (0.0%)
Jim Beam Devils Cut	47,522	3,160 (6.6%)	2,644 (83.7%)	454 (14.4%)	61 (1.9%)	0 (0.0%)
Jameson Irish Whiskey	7,622	3,117 (40.9%)	3,117 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Jack Daniels Tennessee Honey	25,577	2,975 (11.6%)	2,615 (87.9%)	218 (7.3%)	141 (4.7%)	0 (0.0%)
Ciroc Vodka	31,833	2,254 (7.1%)	1,964 (87.2%)	290 (12.8%)	0 (0.0%)	0 (0.0%)
Blue Moon Brewing Company Beers	22,847	2,166 (9.5%)	1,893 (87.4%)	187 (8.6%)	86 (4.0%)	0 (0.0%)
Knob Creek Kentucky Straight Bourbon Whiskey	24,230	2,114 (8.7%)	1,898 (89.8%)	215 (10.2%)	0 (0.0%)	0 (0.0%)
Top 25 Brands	1,886,123	227,166 (12.0%)	182,627 (80.4%)	33,543 (14.8%)	10,996 (4.8%)	0 (0.0%)
Remaining 37 brands	334,645	23,277 (7.0%)	18,616 (80.0%)	2,746 (11.8%)	1,914 (8.2%)	0 (0.0%)
All Brands	2,220,768	250,443 (11.3%)	201,244 (80.4%)	36,289 (14.5%)	12,910 (5.2%)	0 (0.0%)
Top 25 % of All Brands	84.9%	90.7%	90.7%	92.4%	85.2%	NA

Source: Nielsen, 2015

1A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older.

Non-compliant exposure is the total number of age 2 to 20 impressions resulting from non-compliant advertisements.

2Exposure resulting from placement of advertisements on the same programs that were found to produce non-compliant advertisements in the prior calendar year

3Exposure resulting from placement of advertisements on any one of 135 network-time of the day combinations that accounted for 90% of non-compliant exposure in the prior calendar year

4Placement on cable television programs with an adult rating (ages 21 and older) less than 0.50 (less than approximately 1 million adult viewers)

5All other non-compliant underage advertising exposure

NOTE: Each category is sequentially evaluated in the order presented (footnotes 2-5) and mutually exclusive.

NA = Not Applicable (divide by zero)

Numbers may not add to totals due to rounding.

Key Findings from Tables 5a and 5b

- The 25 alcohol brands with the largest number of non-compliant alcohol advertising exposures were responsible for over half (53.6%) of all non-compliant exposures from 2012 to 2014 (Table 5a), and 9 in 10 (90.7%) of the non-compliant exposures during the first quarter of 2015 (Table 5b). Note that the high concentration of non-compliant exposures among the top 25 brands in 2015 Q1 is due to the small number of brands (62) advertising in this time period. This pattern is typical for the first quarter, a time period during which relatively few alcohol brands are advertising on cable television.
- In 2015 Q1 (Table 5b), most non-compliant advertising exposure was generated by serially non-compliant programs, with percentages ranging from 100.0% (Jameson Irish Whiskey) to 49.2% (Bud Light).
- In 2015 Q1, the top 25 brands placed 3,791 non-compliant advertisements on the 25 cable network programs identified as “no-buy” list candidates (Table 3), generating 66.2 million non-compliant advertising impressions in the most recent quarter (data not shown). As noted earlier, most of these programs were found to be serially non-compliant programs.
- From 2012 Q1 through 2015 Q1, 12 brands were consistently among the top 25 brands in terms of non-compliant alcohol advertising exposure on cable TV. These brands included Heineken Beer, Samuel Adams Beers, Redds Brewing Company Beverages, Strongbow Hard Cider, Miller Lite, Bud Light, Dos Equis Beer, Corona Extra Beer, Hennessy Cognacs, Coors Light, Samuel Adams Boston Lager, and Blue Moon Brewing Company Beers. Collectively, these 12 brands accounted for almost one-third (32.5%) of all non-compliant exposure from 2012 through 2014 (data not shown).
- Brands listed in Tables 5a and 5b varied considerably in the proportion of their total advertising exposure which was non-compliant, ranging from 9.3% to 24.1% in the 12-quarter time period and from 6.6% to 40.9% in 2015 Q1.

SUMMARY AND RECOMMENDATIONS

In the 2-year period ending 2015 Q1, youth under the legal drinking age saw 3.9 billion non-compliant alcohol advertising impressions, approximately 1 out of every 8 alcohol advertising impressions seen by youth. In the most recent quarter, non-compliant advertising impressions as a proportion of total underage advertising impressions declined, largely as a result of fewer brands advertising compared to the prior year.

Almost all of the non-compliant alcohol advertising can be attributed to one of three “no-buy” list criteria: advertisements placed on serially non-compliant programs, advertisements on high-risk network-dayparts, or advertisements on low-rated cable television programs. Applying these “no-buy” list criteria to alcohol advertisements, sequentially in the order presented, could eliminate the vast majority of youth exposure to non-compliant advertising.

From the second quarter of 2013 through the first quarter of 2015, almost all (99%) of non-compliant alcohol advertising exposure appeared on cable television programs that met one of the three no-buy list criteria, demonstrating the potential usefulness of using these criteria to reduce non-compliant alcohol advertising on cable TV, consistent with FTC recommendations. Furthermore, almost 3 in 4 (73.1%) of these non-compliant exposures resulted from the placement of alcohol advertising on programs that were non-compliant in the prior year, and an additional 18.8% of non-compliant exposure occurred when ads were placed on high-risk network-dayparts that have generated the majority of non-compliant exposure in the past. Alcohol advertisers could therefore easily avoid this non-compliant exposure by placing serially-noncompliant programs and high-risk network-dayparts on a “no-buy” list, and sharing this “no-buy” list with media buyers and television networks.

During the 12-quarter time period ending 2014 Q4, the 25 programs with the largest number of non-compliant exposures were responsible for almost 2 in 5 non-compliant alcohol advertising exposures. Similarly, the 25 high-risk network-dayparts were responsible for about 46% of non-compliant exposure. Taken together, these two lists are a good starting point for “no-buy” lists for both cable TV programs and network-dayparts. These “no-buy” lists could also be used in combination, for example specifying that ads are to be placed on TruTV in prime time, but not on the program *Impractical Jokers*.

By using these “no-buy” list criteria sequentially, in the order presented, alcohol companies should not face an unreasonable burden when changing their advertising practices to reduce youth exposure. First, alcohol industry codes already require a post-audit of advertising placements that should identify programs and network-dayparts that are resulting in non-compliant exposure. Second, the non-compliant exposure is highly concentrated on a relatively small number of programs and networks. Therefore, there should not be a problem finding alternative programming for the advertising placements. Finally, for the third “no-buy” list criterion, low-rated programs, we recommend that advertisers use a more restrictive underage audience composition threshold, consistent with the FTC’s recommendations in its 2014 report (Executive Summary, page iii, Recommendation 1a).²⁰

We noted that many of the individual programs that are generating non-compliant exposure are televised movies including the *FX Prime Movie*, *FX Movie Late*, *Spike TV Movie*, *Comedy Central Movie*, and *DVD on TV*. The audience for a televised movie varies depending on the movie itself, and thus special consideration may need to be taken to avoid non-compliant advertising during televised movies. Future research may examine non-compliant placements on televised movies to determine if movie genre and Motion Picture Association of America (MPAA) rating (e.g., PG, PG-13, or R ratings) and other factors may be used to predict the probability of a movie generating a non-compliant alcohol advertising exposure.

We also noted that youth exposure to non-compliant alcohol advertising decreased by 14.2% in the most recent year compared to the prior year, despite the fact that overall youth exposure to alcohol advertising increased by 1.2%. Thus, it appears that measures can be taken to reduce youth exposure to non-compliant advertising even in an environment where total advertising exposure is increasing.

Finally, most individual alcohol brands are generating non-compliant exposure in similar fashion – that is, through ads placed on serially non-compliant programs and during high-risk network dayparts. Thus, individual brands could also reduce youth exposure to alcohol advertising by adopting the “no-buy” list criteria described in this report.

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APPENDIX: Detailed Methods

Data Sources

Cable television alcohol advertising and audience data were sourced from Nielsen Ad Intel service (2015 © The Nielsen Company, New York, NY, data from 2012-2015 used under license, all rights reserved). The viewing audience at the time of the advertisement, plus an additional three days of digital video recorder playback (“C3” ratings) were acquired for every alcohol advertisement.

Measures

A *non-compliant advertisement* was defined as an advertisement that was seen by a television audience that did not comply with the alcohol industry’s self-regulatory placement standard (i.e., where greater than 28.4% of all viewers aged 2 years and older were aged 2 to 20 years). Advertising impressions are based on the number of viewers seeing an advertisement. *Underage impressions* are total impressions for persons ages 2 to 20. *Underage composition* is the proportion of the viewing audience that is ages 2 to 20 relative to all viewers ages 2 and older. *Non-compliant exposure* was defined as the number of advertising impressions seen by youth ages 2 to 20 as a result of non-compliant advertisements.

A *daypart* is a time of day on which a program may be televised. We have organized time into the following dayparts:

Daypart	Description
MF_Day_10_16	Weekday Daytime - Monday-Friday 10AM to 3:59PM
MF_EF_16_18	Weekday Early Fringe - Monday-Friday 4PM to 5:59PM
MF_EN_18_19	Weekday Early News - Monday-Friday 6PM-6:59PM
MF_LN_23_2330	Weekday Late News - Monday-Friday 11PM-11:29PM
MF_Morn_05_10	Weekday Morning - Monday-Friday 5AM to 9:59AM
Overnight	Overnight - 11:30PM to 4:59AM
Prime	Prime - Monday-Sunday 8PM to 10:59PM
PrimeAccess	PrimeAccess - Monday-Sunday 7PM-7:59PM
WE_Day_10_16	Weekend Daytime - Monday-Friday 10AM to 3:59PM
WE_EF_16_18	Weekend Early Fringe - Monday-Friday 4PM to 5:59PM
WE_EN_18_19	Weekend Early News - Monday-Friday 6PM-6:59PM
WE_LN_23_2330	Weekend Late News - Monday-Friday 11PM-11:29PM
WE_Morn_05_10	Weekend Morning - Monday-Friday 5AM to 9:59AM

Quarters were defined as follows:

Quarter	Dates
Q1	January 1 through March 31
Q2	April 1 through June 30
Q3	July 1 through September 30
Q4	October 1 through December 31

Classification of Non-compliant Advertisements

Non-compliant advertisements for the prior year were flagged and the cable network, program title, and daypart were noted. Any cable network program that contained a non-compliant advertisement from any alcohol advertiser in the prior year was classified as a non-compliant program. Non-compliant advertisements from the current year that were placed on the same program as a non-compliant program from the prior year were classified as “*serially non-compliant*” ad placements.

Non-compliant exposure was also aggregated by cable network and daypart. The network and daypart combinations that accounted for 90% of all non-compliant exposure in the prior year were flagged as “*high-risk network-dayparts*.” Any non-compliant advertisement from the current year that was not serially non-compliant, and was found to be placed on a high-risk network daypart, was classified as a “*high-risk network-daypart*” non-compliant ad placement.

For the remaining non-compliant advertisements that were classified as neither “serially non-compliant” nor “high-risk network-daypart,” we flagged those advertisements for which the adult (ages 21 and older) audience rating was less 0.50. A rating for a program is the per-capita exposure for the program (that is, advertising impressions divided by the population). A rating of 0.50 translates into approximately 1,000,000 adult viewers. A non-compliant advertisement placed on a program with an adult rating of less than 0.50 that was neither “serially non-compliant” nor “high-risk network-daypart” was classified as “*low-rated*”. For low-rated programs, we recommend that alcohol companies “guardband” their placement guidelines to a lower youth composition limit, consistent with recommendations of the FTC in their 2014 report (see Executive Summary page iii Recommendation 1a).²⁰ All remaining non-compliant advertisements were classified as “other.”

Methods for creating tables

Table 1 - Non-compliance Trend

Alcohol advertising is highly seasonal, with advertising volume typically increasing in summer months and during the holiday season. Therefore, to compare non-compliant exposure with prior periods, we provide 8 quarters of data. For the 8-quarter period, we show the amount of total underage exposure to alcohol advertising, the amount of non-compliant exposure, and the percent of underage exposure that is non-compliant. Year over year values are calculated for comparison with the prior year.

Table 2 - Non-compliant Ad Classification

We classify all non-compliant advertisements into one of the following mutually exclusive, sequentially-evaluated categories: (a) “Serially Non-Compliant;” (b) “High-Risk Network-Daypart;” (c) “Low-Rated;” (d) “Other.” The categories are shown for the previous 8 quarters of data and Year/Year changes are calculated for the total Year/Year change.

Table 3 - “No-Buy” Programs

To reduce non-compliant exposure, the FTC has recommend that alcohol companies and media networks maintain lists of “No-Buy” programs that have a history of generating high levels of non-compliant exposure.^{18,19,20} We report the top 25 programs on cable networks that generated the most non-compliant exposure during the past 12 quarters and in the most recent quarter. The 12-quarter list highlights programs with a long history of generating non-compliant exposure, while the list for the most recent quarter may identify more recent programming that should be avoided by alcohol companies.

Table 4 - “No-Buy” Network-Dayparts

For those situations where alcohol companies cannot purchase advertisements on individual programs (and must purchase advertisements on network-dayparts), we report the top 25 network-dayparts that generated the most non-compliant exposure for the past 12 quarters as well as the most recent quarter.

Table 5 - Non-compliant Ad Placements by Brand

Since alcohol advertising is typically purchased for individual brands, we report the top 25 brands ranked by total non-compliant exposure for the past 12 quarters as well as the most recent quarter. For each brand, we classify the non-compliant exposure into one of the following mutually exclusive, sequentially evaluated categories: (a) “Serially Non-Compliant;” (b) “High-Risk Network-Daypart;” (c) “Low-Rated;” (d) “Other.”

List of Network Abbreviations

NETWORK ABBREVIATION	NETWORK TITLE	NETWORK ABBREVIATION	NETWORK TITLE
AEN	A&E NETWORK	HLN	HLN
FAM	ABC FAMILY	HGTV	HOME AND GARDEN TV
ADSM	ADULT SWIM	IFC	IFC TV
AJAM	AL JAZEERA AMERICA	INSP	INSP
AMC	AMC	ID	INVESTIGATION DISCOVERY
AHC	AMERICAN HEROES CHANNEL	LMN	LIFETIME MOVIE NETWORK
APL	ANIMAL PLANET	LIF	LIFETIME TELEVISION
BBCA	BBC-AMERICA	LOGO	LOGO
BEIN	BEIN SPORT	MLBN	MLB NETWORK
BET	BLACK ENTERTAINMENT TV	MSNBC	MSNBC
BOOM	BOOMERANG	MTV	MTV
BRVO	BRAVO	MTV2	MTV2
CNTRC	CENTRIC	NGWD	NAT GEO WILD
CHIL	CHILLER	NGC	NATIONAL GEOGRAPHIC CHNL
CLOO	CLOO	NBAT	NBA-TV
CMT	CMT	NBCSN	NBC SPORTS NETWORK
CNBC	CNBC	NFLN	NFL NETWORK
CNN	CNN	NKJR	NICK JR
CMDY	COMEDY CENTRAL	NAN	NICK-AT-NITE
CC	COOKING CHANNEL	NICK	NICKELODEON
DAM	DESTINATION AMERICA	NKTN5	NICKTOONS
DISC	DISCOVERY CHANNEL	OWN	OPRAH WINFREY NETWORK
DFC	DISCOVERY FAMILY CHANNEL	OVTN	OVATION
DLIF	DISCOVERY LIFE CHANNEL	OXYG	OXYGEN MEDIA
DXD	DISNEY XD	POP	POP
DIY	DIY NETWORK	REAL	REAL
ENT	E!	RLZC	REELZCHANNEL
REY	EL REY	RFD	RFD-TV
ESPN	ESPN	SCI	SCIENCE
ESPCL	ESPN CLASSIC	SMTH	SMITHSONIAN
ESPN2	ESPN2	SOAP	SOAP
ENN	ESPNEWS	SPIKE	SPIKE TV
ESPNU	ESPNU	SPRT	SPROUT
ESQ	ESQUIRE NETWORK	SUND	SUNDANCE TV
FOOD	FOOD NETWORK	SYFY	SYFY
FBN	FOX BUSINESS NETWORK	TBS	TBS
FOXNC	FOX NEWS CHANNEL	TBSC	TBS NETWORK
FS1	FOX SPORTS 1	TNNK	TEENNICK
FS2	FOX SPORTS 2	TOON	THE CARTOON NETWORK
FSOC	FSOC	TWC	THE WEATHER CHANNEL
FUSE	FUSE	TLC	TLC
FX	FX	TRAV	TRAVEL CHANNEL
FXM	FX MOVIE CHANNEL	TRU	TRUTV
FXX	FXX	TNT	TURNER NETWORK TELEVISION
FYI	FYI	TVL	TV LAND
G4	G4	TV1	TV ONE
GOLF	GOLF CHANNEL	UP	UP
GAC	GREAT AMERICAN COUNTRY	USA	USA NETWORK
GSN	GSN	VEL	VELOCITY
GSN	GSN	VH1	VH1
H2	H2	VH1C	VH1 CLASSIC
HALL	HALLMARK CHANNEL	WETV	WETV
HMM	HALLMARK MOVIES & MYSTERIES	WGNA	WGN AMERICA
HIST	HISTORY		