

Alcohol Advertising Compliance on Cable Television, April - June, 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, an 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.^{17,18,20} To test the potential impact of this industry practice, Ross et al. developed three no-buy list criteria consistent with FTC recommendations, including avoiding advertising on programs that were known to have previous-

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ly 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 the third quarter (Q3) of 2013 through the second quarter (Q2) of 2015 (i.e., April – June 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 (2016 © 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 the eight quarters from 2013 Q3 through 2015 Q2. 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 non-compliant 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. To produce this candidate "no-buy" list we used the 12-quarter period from 2012 Q2 through 2015 Q1 to reduce variations that may be attributed to seasonal advertising or longer advertising business cycles. However, using the 12-quarter

ter period masked more recent non-compliant advertising. Therefore, we also separately reported the most recent quarter data, April to June (Q2) 2015. In both time periods we restricted the analysis to the 25 programs with the largest number of non-compliant exposures.

Advertisers are often required by television networks to purchase alcohol advertising that can be placed at the discretion of the network on any program within a given network-daypart. Therefore, in addition to identifying candidate programs for a “no-buy” list, we also identified network-dayparts that could be included on a “no-buy” list. To create a network-daypart “no-buy” list, we calculated the total number of non-compliant alcohol advertising exposures by network-daypart for the 12-quarter period from 2012 Q2 through 2015 Q1 and, separately, for the most recent second-quarter of 2015. This analysis was 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 alcohol 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 non-compliant exposure 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 Q3 to 2015 Q2

Time Period	Age 2 to 20 Exposure		
	Total (000)	Non-Compliant ¹ (000)	Percent Non-Compliant ¹
Year 1			
2013Q3	4,132,544	567,703	13.7%
2013Q4	4,317,372	596,075	13.8%
2014Q1	2,224,896	295,926	13.3%
2014Q2	4,629,874	548,449	11.8%
Total Year 1	15,304,686	2,008,153	13.1%
Year 2			
2014Q3	4,305,479	510,150	11.8%
2014Q4	4,516,480	514,873	11.4%
2015Q1	2,220,768	250,443	11.3%
2015Q2	4,989,908	549,755	11.0%
Total Year 2	16,032,635	1,825,221	11.4%
Total Years 1-2	31,337,321	3,833,374	12.2%

Table 1b: Percent annual change in total and non-compliant¹ alcohol advertising exposures on cable television programs, by quarter – United States, 2013 Q3 to 2015 Q2

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Non-Compliant ¹ Exposure
Q3	4.2%	-10.1%
Q4	4.6%	-13.6%
Q1	-0.2%	-15.4%
Q2	7.8%	0.2%
Total	4.8%	-9.1%

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 31.3 billion alcohol advertising impressions on cable TV during the 2-year period from 2013 Q3 through 2015 Q2, and 3.8 billion (12.2%) of these impressions were due to non-compliant alcohol advertising.
- Total annual non-compliant exposure decreased by 9.1% from 2.0 billion 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 2013 Q4 to 11.0% in 2015 Q2.
- Non-compliant alcohol advertising exposure on cable TV *decreased* by 10.1% in Q3 of Year 2 relative to Q3 of Year 1; 13.6% in Q4 of Year 2 relative to Q4 of Year 1; and 15.4% in Q1 of Year 2 relative to Q1 of Year 1.
- In contrast, non-compliant alcohol advertising exposure on cable TV *increased* by 0.2% in Q2 of Year 2 relative to Q2 of Year 1. Total alcohol advertising exposure also increased 7.8% in Q2 of Year 2 relative to the same quarter in Year 1. Most of the increases in both total alcohol advertising exposure and non-compliant exposure during this time period were due to an increase in beer advertising, particularly advertising for light beer (data not shown).

Table 2: Number and percentage of non-compliant¹ alcohol advertising exposures on cable television programs, by quarter – United States, 2013 Q3 to 2015 Q2

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					
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%)
2014Q2	548,449	439,524 (80.1%)	84,864 (15.5%)	24,061 (4.4%)	0 (0.0%)
Total Year 1	2,008,153	1,471,991 (73.3%)	340,169 (16.9%)	156,292 (7.8%)	39,701 (2.0%)
Year 2					
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%)
2015Q2	549,755	441,419 (80.3%)	75,575 (13.7%)	32,761 (6.0%)	0 (0.0%)
Total Year 2	1,825,221	1,345,387 (73.7%)	368,370 (20.2%)	110,263 (6.0%)	1,202 (0.1%)
Total Years 1-2	3,833,374	2,817,378 (73.5%)	708,538 (18.5%)	266,555 (7.0%)	40,903 (1.1%)
Percent Change					
Year 2 / Year 1	-9.1%	-8.6%	8.3%	-29.5%	-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 age 2 to 20 advertising 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 of non-compliant exposure (e.g., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (e.g., exposures that occurred on high-risk network-dayparts are exclusive of exposures on serially non-compliant programs).

Numbers may not add to totals due to rounding.

Key Findings from Table 2:

- From 2013 Q3 through 2015 Q2, almost all (99%) of non-compliant alcohol advertising exposure met one of three no-buy list criteria.
- From 2013 Q3 through 2015 Q2, serially non-complaint programs were responsible for 73.5% of non-compliant exposure; high-risk network dayparts were responsible for 18.5% of this exposure; and low-rated cable programs were responsible for 7.0% of this exposure.
- Taken together, serially non-compliant alcohol advertising and advertising on high-risk network-dayparts accounted for more than 9 out of every 10 non-compliant exposures in both years.
- Comparing Year 2 to Year 1, non-compliant alcohol advertising *decreased* 8.6% on serially non-compliant programs; *increased* 8.3% on high-risk network dayparts; *decreased* 29.5% on low-rated cable programs; and *decreased* 97.0% for other types of non-compliant exposure.
- The *decrease* in non-compliant exposure classified as “other” in Year 2 compared to Year 1 was due to the airing of alcohol advertising during holiday specials in 2013 Q4 and during the NBA All-Star game in 2014 Q1, which did not occur during comparable periods in Year 2.

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 Q2 to 2015 Q1 and 2015 Q2

Ranked by Total Non-Compliant ¹ Exposure 2012 Q2 through 2015 Q1			Ranked by Total Non-Compliant ¹ Exposure 2015 Q2		
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	1,348	440,079	VH1:R&R PICTURE SHOWS	300	29,302
BET:BET MOVIE OF THE WEEK	1,080	204,409	BET:BET MOVIE OF THE WEEK	247	27,749
CMDY:COMEDY CENTRAL MOVIE	1,105	197,116	ESQ:AMERICAN NINJA WARRIOR	523	21,074
FX:FX MOVIE LATE	733	159,997	TRU:TRUTV TOP FUNNIEST	197	19,418
SPIKE:SPIKE TV MOVIE	728	128,646	TRU:FAKE OFF	243	17,776
FXX:FXX MOVIE PRIME	1,505	117,505	VH1:LOVE & HIP HOP ATLANTA 4	91	14,112
ESPN:SPORTSCENTER MORNING	740	106,522	FX:FX MOVIE WKND AFTERNOON	52	13,811
TRU:IMPRACTICAL JOKERS	526	94,501	FXX:FXX MOVIE PRIME	158	12,480
DISC:MYTHBUSTERS	361	75,604	ESPN:SPORTSCENTER MORNING	97	10,601
CMDY:COLBERT REPORT	512	67,307	FX:FX MOVIE PRIME	41	9,374
TRU:WORLDS DUMBEST	504	66,049	SCI:MYTHBUSTERS	97	8,566
ENT:MOVIES WE LOVE	465	60,763	FXX:SIMPSONS	61	8,420
CMDY:ITS ALWAYS SUNNY IN PHILL	477	59,039	ESPN:SPORTSCENTER MORNING L	60	7,907
FX:FX MOVIE WKND AFTERNOON	216	58,806	BET:NELLYVILLE	43	6,754
TRU:SOUTH BEACH TOW	436	53,919	TRU:BARMAGEDDON	156	6,651
CMDY:DAILY SHOW	412	53,613	ENT:KEEPING UP KARDASHIANS	75	6,621
SPIKE:INK MASTER	357	50,873	TRU:WORLDS DUMBEST	79	6,348
FX:DVD ON TV	173	50,133	SPIKE:SPIKE TV MOVIE	60	6,258
NGC:BRAIN GAMES	442	48,488	ESPN:SPORTSCENTER AM L	66	6,239
CMDY:TOSH.O	219	45,543	FXX:ARCHER	61	5,519
ESPN:SPORTSCENTER AM L	291	41,568	TRU:IMPRACTICAL JOKERS	45	5,513
ESPN:SPORTSCENTER MORNING L	214	40,521	FX:MOVIE DOWNLOAD	22	5,217
ESQ:AMERICAN NINJA WARRIOR	746	37,533	APL:TANKED	39	5,099
TBSC:TBS LATE MOVIE	252	36,951	TRU:HOW TO BE A GROWNUP	103	4,716
TRU:CARBONARO EFFECT_THE	326	35,993	MLBN:QUICK PITCH	145	4,293
Top 25 Programs	14,168	2,331,476	Top 25 Programs	3,061	269,818
Remaining 11,292 Programs	69,708	3,551,492	Remaining 3,055 Programs	6,987	279,937
All Programs	83,876	5,882,968	All Programs	10,048	549,755
Top 25 Programs as a Percent of All Programs	16.9%	39.6%	Top 25 Programs as a Percent of All Programs	30.5%	49.1%

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 later repetition of the telecast.

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

Numbers may not add to totals due to rounding.

Key Findings from Table 3:

- The 25 cable programs with the largest number of non-compliant alcohol advertising exposures accounted for about 4 in 10 (39.6%) of all non-compliant advertising exposure during the 12-quarter period from 2012 Q2 through 2015 Q1, and for almost half (49.1%) of all non-compliant exposures during the second quarter of 2015.
- Eleven (44%) of the programs with the largest number of non-compliant exposures in the second quarter of 2015 were also among the 25 programs with the largest number of non-compliant exposures for the 12-quarter period from 2012 Q2 through 2015 Q1, and accounted for more than 1 in 5 (22.7%) of the non-compliant exposures during this three-year period (data not shown). These 11 programs included: *BET:BET Movie of the Week*, *ESPN:Sportscenter AM L*, *ESPN:Sportscenter Morning*, *ESPN:Sportscenter Morning L*, *ESQ:American Ninja Warrior*, *FX:FX Movie Prime*, *FX:FX Movie Wknd Afternoon*, *FXX:FXX Movie Prime*, *SPIKE:Spike TV Movie*, *TRU:Impractical Jokers*, and *TRU:Worlds Dumbest*.
- Programs accounting for high levels of non-compliant exposure in the most recent quarter (2015 Q2) that did not appear on the 12-quarter list included: *APL:Tanked*, *BET:Nellyville*, *ENT:Keeping Up Kardashians*, *FX:Movie Download*, *FXX:Archer*, *FXX:Simpsons*, *MLBN:Quick Pitch*, *SCI:Mythbusters*, *TRU:Barnageddon*, *TRU:Fake Off*, *TRU:How to Be a Grownup*, *TRU:TRUTV Top Funniest*, *VH1:Love & Hip Hop Atlanta 4*, and *VH1:R&R Picture Shows*.
- All 25 programs listed above for the 12-quarter period from 2012 Q2 through 2015 Q1 generated serially non-compliant advertising exposure. Similarly, 23 of the 25 programs listed above for the most recent quarter generated serially non-compliant advertising exposure. The remaining two programs in the most recent quarter, highlighted in the table, generated non-compliant exposure during high-risk network-dayparts.

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 Q2 to 2015 Q1 and 2015 Q2

Ranked by Total Non-Compliant ¹ Exposure 2012 Q2 through 2015 Q1			Ranked by Total Non-Compliant ¹ Exposure 2015 Q2		
Cable Network:Daypart	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure (000)	Cable Network:Daypart	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure (000)
FX:Overnight	1,640	283,759	TRU:Overnight	583	31,257
FX:Prime	684	240,548	VH1:Prime	171	21,672
TRU:Overnight	2,105	205,309	TRU:Prime	176	20,772
CMDY:Overnight	1,357	204,513	ESPN:Overnight	151	17,082
ESPN:Overnight	1,037	172,357	BET:Prime	102	14,702
TRU:Prime	834	149,360	ESPN:MF_Morn_05_10	113	12,319
CMDY:Prime	714	142,695	VH1:Overnight	99	12,004
VH1:Prime	602	140,273	FXX:Overnight	195	11,543
SPIKE:Overnight	1,038	116,848	FX:WE_EF_16_18	34	9,924
ESPN:MF_Morn_05_10	729	104,668	BET:Overnight	75	9,701
BET:Prime	497	100,845	ESQ:Prime	201	9,534
BET:Overnight	538	89,515	FXX:Prime	85	8,925
FX:PrimeAccess	290	83,973	SCI:Overnight	116	8,272
TBSC:Overnight	558	75,882	BET:MF_EN_18_19	86	8,209
SPIKE:Prime	403	74,728	BET:PrimeAccess	67	6,778
FX:MF_EN_18_19	323	70,122	ESQ:Overnight	290	6,696
CMDY:PrimeAccess	377	64,106	VH1:PrimeAccess	52	6,393
FXX:Overnight	1,098	57,877	FX:WE_Day_10_16	29	6,195
FXX:Prime	597	55,520	FX:Prime	22	5,761
ESPN2:Overnight	1,182	52,127	TRAV:Overnight	94	5,672
ENT:Prime	332	48,819	TRU:MF_EF_16_18	59	5,635
NBAT:Overnight	2,302	48,685	ESPN:MF_Day_10_16	51	4,878
FX:WE_Day_10_16	183	47,729	APL:Overnight	47	4,842
CMDY:MF_EN_18_19	365	45,757	NBAT:Overnight	320	4,753
APL:Prime	201	45,308	APL:Prime	30	4,677
Top 25 Programs	19,986	2,721,325	Top 25 Programs	3,248	258,196
Remaining 929 Programs	63,890	3,161,643	Remaining 738 Programs	6,800	291,559
All Programs	83,876	5,882,968	All Programs	10,048	549,755
Top 25 Network-Dayparts as a Percent of All Network-Dayparts	23.8%	46.3%	Top 25 Network-Dayparts as a Percent of All Network-Dayparts	32.3%	47.0%

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 listed in Table 3.

Numbers may not add to totals due to rounding.

Key Findings from Table 4:

- Thirteen of the top 25 network-dayparts generating high levels of non-compliant exposure in the 2015 Q2 were also among the top network-dayparts in the previous 12 quarters: *APL:Prime*, *BET:Overnight*, *BET:Prime*, *ESPN:MF_Morn_05_10*, *ESPN:Overnight*, *FX:Prime*, *FX:WE_Day_10_16*, *FXX:Overnight*, *FXX:Prime*, *NBAT:Overnight*, *TRU:Overnight*, *TRU:Prime*, and *VH1:Prime*. Collectively, these 13 network-dayparts accounted for 24.8% 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 that did not appear on the 12-quarter list included: *APL:Overnight*, *BET:MF_EN_18_19*, *BET:PrimeAccess*, *ESPN:MF_Day_10_16*, *ESQ:Overnight*, *ESQ:Prime*, *FX:WE_EF_16_18*, *SCI:Overnight*, *TRAV:Overnight*, *TRU:MF_EF_16_18*, *VH1:Overnight*, and *VH1:PrimeAccess*.
- There is overlap between the list of programs in Table 3 and the network-dayparts in Table 4, with 59.9% of the 2.7 billion non-compliant impressions generated on these high-risk network-dayparts also coming from serially non-compliant programs (data not shown).

Table 5a: Total non-compliant¹ alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant¹ exposures – United States, 2012 Q2 to 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	2,060,018	281,432 (13.7%)	213,426 (75.8%)	34,515 (12.3%)	31,727 (11.3%)	1,765 (0.6%)
Dos Equis Beer	1,765,988	234,257 (13.3%)	177,747 (75.9%)	25,679 (11.0%)	29,445 (12.6%)	1,387 (0.6%)
Miller Lite	1,891,359	207,929 (11.0%)	160,833 (77.4%)	25,283 (12.2%)	21,337 (10.3%)	476 (0.2%)
Samuel Adams Beers	1,317,017	206,799 (15.7%)	168,170 (81.3%)	22,591 (10.9%)	15,562 (7.5%)	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	1,499,358	167,885 (11.2%)	124,980 (74.4%)	24,600 (14.7%)	16,143 (9.6%)	2,162 (1.3%)
Bud Light	1,571,091	165,453 (10.5%)	121,264 (73.3%)	27,737 (16.8%)	16,451 (9.9%)	0 (0.0%)
Redds Brewing Company Beverages	1,301,018	156,044 (12.0%)	117,604 (75.4%)	26,438 (16.9%)	8,566 (5.5%)	3,436 (2.2%)
Samuel Adams Boston Lager	1,021,333	147,990 (14.5%)	115,799 (78.2%)	17,698 (12.0%)	14,494 (9.8%)	0 (0.0%)
Hennessy Cognacs	740,081	143,959 (19.5%)	110,505 (76.8%)	20,937 (14.5%)	5,769 (4.0%)	6,749 (4.7%)
Coors Light	1,241,083	123,743 (10.0%)	97,653 (78.9%)	17,045 (13.8%)	8,569 (6.9%)	476 (0.4%)
Bud Light Lime-a-Rita	589,452	96,147 (16.3%)	74,049 (77.0%)	19,036 (19.8%)	3,061 (3.2%)	0 (0.0%)
Bud Light Platinum	738,221	92,043 (12.5%)	69,080 (75.1%)	16,887 (18.3%)	4,019 (4.4%)	2,056 (2.2%)
Strongbow Hard Cider	565,585	84,881 (15.0%)	45,871 (54.0%)	33,944 (40.0%)	5,067 (6.0%)	0 (0.0%)
Miller 64	638,192	84,800 (13.3%)	67,709 (79.8%)	8,438 (9.9%)	7,815 (9.2%)	839 (1.0%)
1800 Silver Tequila	481,525	78,560 (16.3%)	67,215 (85.6%)	8,253 (10.5%)	3,093 (3.9%)	0 (0.0%)
Southern Comfort	647,366	76,682 (11.8%)	49,285 (64.3%)	21,915 (28.6%)	4,913 (6.4%)	569 (0.7%)
Dailys 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	678,311	72,984 (10.8%)	48,452 (66.4%)	18,884 (25.9%)	4,446 (6.1%)	1,202 (1.6%)
Blue Moon Brewing Company Beers	742,171	70,036 (9.4%)	61,596 (87.9%)	5,332 (7.6%)	3,108 (4.4%)	0 (0.0%)
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%)
Dewar's White Label Scotch Whiskey	451,469	66,779 (14.8%)	51,298 (76.8%)	12,164 (18.2%)	3,318 (5.0%)	0 (0.0%)
Smirnoff Freeze and Shake Frozen Cocktails	300,124	65,606 (21.9%)	41,229 (62.8%)	21,485 (32.7%)	2,892 (4.4%)	0 (0.0%)
Top 25 Brands	23,082,088	3,182,748 (13.1%)	2,370,393 (74.5%)	518,189 (16.3%)	271,497 (8.5%)	22,670 (0.7%)
Remaining 158 Brands	21,929,631	2,700,220 (12.3%)	1,985,893 (73.5%)	484,336 (17.9%)	205,955 (7.6%)	24,037 (0.9%)
All Brands	45,011,719	5,882,968 (13.1%)	4,356,285 (74.0%)	1,002,525 (17.0%)	477,452 (8.1%)	46,706 (0.8%)
Top 25 Brands as a Percent of All Brands	51.3%	54.1%	54.4%	51.7%	56.9%	48.5%

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.

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: Alcohol brands are listed based on total non-compliant alcohol advertising exposure. Each category of non-compliant exposure (e.g., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (e.g., exposures that occurred on high-risk network-dayparts are exclusive of exposures on serially non-compliant programs).

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 Q2

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)
Bud Light	273,184	38,225 (14.0%)	31,292 (81.9%)	3,598 (9.4%)	3,335 (8.7%)	0 (0.0%)
Heineken Premium Lite Lager	331,397	33,065 (10.0%)	25,071 (75.8%)	5,779 (17.5%)	2,215 (6.7%)	0 (0.0%)
Corona Extra Beer	277,226	31,468 (11.4%)	26,213 (83.3%)	4,358 (13.8%)	897 (2.9%)	0 (0.0%)
Bud Light Lime-a-Rita	150,921	24,178 (16.0%)	18,614 (77.0%)	3,521 (14.6%)	2,043 (8.4%)	0 (0.0%)
Bud Light Mixx Tail Beverages	168,319	23,259 (13.8%)	18,521 (79.6%)	2,717 (11.7%)	2,021 (8.7%)	0 (0.0%)
Redds Brewing Company Beverages	168,107	22,328 (13.3%)	19,583 (87.7%)	1,406 (6.3%)	1,339 (6.0%)	0 (0.0%)
Bud Light Lime	120,161	19,283 (16.0%)	14,228 (73.8%)	3,275 (17.0%)	1,780 (9.2%)	0 (0.0%)
Budweiser Beer	123,485	18,912 (15.3%)	15,318 (81.0%)	1,101 (5.8%)	2,493 (13.2%)	0 (0.0%)
Robert Mondavi Wines	85,420	18,818 (22.0%)	11,986 (63.7%)	6,332 (33.6%)	500 (2.7%)	0 (0.0%)
Dos Equis Beer	164,634	16,983 (10.3%)	13,836 (81.5%)	2,397 (14.1%)	750 (4.4%)	0 (0.0%)
Samuel Adams Beers	121,652	15,706 (12.9%)	13,944 (88.8%)	1,242 (7.9%)	520 (3.3%)	0 (0.0%)
The Traveler Beer Company Beers	123,094	14,656 (11.9%)	12,437 (84.9%)	1,571 (10.7%)	648 (4.4%)	0 (0.0%)
Smith and Forge Hard Cider	137,700	14,132 (10.3%)	12,051 (85.3%)	1,205 (13.6%)	165 (1.2%)	0 (0.0%)
Michelob Ultra Light Beer	101,681	13,141 (12.9%)	11,105 (84.5%)	1,377 (10.5%)	659 (5.0%)	0 (0.0%)
Twisted Tea Malt Beverage	117,934	13,018 (11.0%)	10,183 (78.2%)	2,120 (16.3%)	715 (5.5%)	0 (0.0%)
Jose Cuervo Especial Tequila	110,241	12,911 (11.7%)	10,373 (80.3%)	2,538 (19.7%)	0 (0.0%)	0 (0.0%)
Miller Lite	141,581	12,589 (8.9%)	10,293 (81.8%)	1,074 (8.5%)	1,222 (9.7%)	0 (0.0%)
Blue Moon Belgian White Ale	125,103	12,513 (10.0%)	11,294 (90.3%)	887 (7.1%)	332 (2.7%)	0 (0.0%)
Dewar's White Label Scotch Whiskey	61,742	12,351 (20.0%)	11,503 (93.1%)	805 (6.5%)	43 (0.3%)	0 (0.0%)
Strongbow Hard Cider	123,085	12,027 (9.8%)	8,411 (69.9%)	3,094 (25.7%)	522 (4.3%)	0 (0.0%)
Modelo Especial Beer	143,607	10,380 (7.2%)	8,132 (78.3%)	1,941 (18.7%)	307 (3.0%)	0 (0.0%)
Hennessy Cognacs	73,169	9,985 (13.6%)	7,915 (79.3%)	980 (9.8%)	1,090 (10.9%)	0 (0.0%)
Angry Orchard Hard Ciders	82,334	9,447 (11.5%)	7,634 (80.8%)	1,139 (12.1%)	674 (7.1%)	0 (0.0%)
Samuel Adams Summer Ale	75,914	9,337 (12.3%)	7,751 (83.0%)	1,290 (13.8%)	296 (3.2%)	0 (0.0%)
Corona Extra Light Beer	112,806	9,108 (8.1%)	7,714 (84.7%)	1,098 (12.1%)	296 (3.2%)	0 (0.0%)
Top 25 Brands	3,514,497	427,820 (11.0%)	345,402 (80.7%)	57,556 (13.5%)	24,862 (5.8%)	0 (0.0%)
Remaining 64 Brands	1,475,411	121,935 (8.3%)	96,017 (78.7%)	18,019 (14.8%)	7,899 (6.5%)	0 (0.0%)
All Brands	4,989,908	549,755 (11.0%)	441,419 (80.3%)	75,575 (13.7%)	32,761 (6.0%)	0 (0.0%)
Top 25 Brands as a Percent of All Brands	70.4%	77.8%	78.2%	76.2%	75.9%	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: Alcohol brands are listed based on total non-compliant alcohol advertising exposure. Each category of non-compliant exposure (e.g., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (e.g., exposures that occurred on high-risk network-dayparts are exclusive of exposures on serially non-compliant programs).

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 (54.1%) of all non-compliant exposures in the 12 quarters from 2012 Q2 to 2015 Q1 (Table 5a), and over 3 in 4 (77.8%) of the non-compliant exposures during the second quarter of 2015 (Table 5b).
- During the 12-quarter time period (Table 5a), 3 in 4 (74.5%) non-compliant advertising exposures resulted from serially non-compliant programs, with percentages ranging from 54.0% (Strongbow Hard Cider) to 80.7% (Jagermeister). Similarly, in 2015 Q2 (Table 5b), 4 in 5 (80.7%) non-compliant advertising exposures resulted from serially non-compliant programs, with percentages ranging from 93.1% (Dewar's White Label Scotch Whiskey) to 63.7% (Robert Mondavi Wines).
- Eleven brands from the most recent quarter also appeared on the 12-quarter list. These brands included Bud Light, Dos Equis Beer, Corona Extra Beer, Bud Light Lime-A-Rita, Redds Brewing Company Beverages, Hennessy Cognacs, Miller Lite, Samuel Adams Beers, Strongbow Hard Cider, Twisted Tea Malt Beverages, Dewar's White Label Scotch Whiskey. Collectively, these 11 brands accounted for more than one-quarter (27.3%) of all non-compliant exposure from 2012 Q2 through 2015 Q1 (data not shown).
- About 1 out of every 5 ads from Robert Mondavi Wines (20%) and Dewar's White Label Scotch Whiskey (22%) in Q2 2015 were non-compliant.
- Brands listed in Tables 5a and 5b varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 9.4% to 24.1% in the 12-quarter time period and from 7.2% to 22.0% in 2015 Q2.
- In 2015 Q2, the top 25 brands placed 2,429 non-compliant advertisements on the 25 cable network programs identified as "no-buy" list candidates (Table 3), generating 208.1 million non-compliant advertising impressions in the most recent quarter (data not shown).

SUMMARY AND RECOMMENDATIONS

In the 2-year period ending in 2015 Q2, youth under the legal drinking age saw 3.8 billion non-compliant alcohol advertising impressions, approximately 1 out of every 8 alcohol advertising impressions seen by youth. In the most recent quarter, total underage exposure increased (7.8%) while non-compliant exposure remained about the same (0.2% increase) relative to the second quarter in the previous year. In contrast, non-compliant alcohol advertising exposure decreased between 10% and 15% during each of the three quarters in 2014 and 2015 that preceded this one relative to the comparable quarter in the previous year. Therefore, reductions in non-compliant exposure may be slowing as overall advertising exposure is increasing.

As has been reported in prior analyses,¹⁶ the programs on which non-compliant advertising appears are relatively consistent from year to year. Twenty-three of the top 25 programs with the highest amount of non-compliant exposure in the 12-quarter period reported in this report were the same as the previous 12-quarter period reported in the 2015 Q1 report.¹⁹ Similarly, 24 of the top 25 cable television network-dayparts with the largest number of non-compliant exposures in this 12-quarter period were the same as the previous 12-quarter period in the 2015 Q1 report.¹⁹

Two new programs appeared on the 12-quarter list in the current report, compared to the 12-quarter list of the 2015 Q1 report. Both programs migrated from the 2015 Q1 top 25 list to the 12-quarter list in the current report. We observed a similar migration for the single new network-daypart in the current 12-quarter list, CMDY:MF_EN_18_19. This pattern suggests that the most recent quarter list may serve as a predictor of programs and network-dayparts that may pose longer term problems for alcohol advertisers, but further study is needed before the pattern is confirmed.

From the third quarter of 2013 through the second 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 (73.5%) 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 18.5% 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-non-compliant 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, 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 may 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*, *BET Movie of the Week*, *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 non-compliant alcohol advertising exposure.

We also noted that youth exposure to non-compliant alcohol advertising decreased by 9.1% in the most recent year compared to the prior year, despite the fact that overall youth exposure to alcohol advertising increased by 4.8%. 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 (2016 © 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) was 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 recommended that alcohol companies and media networks maintain lists of “No-Buy” programs that have a history of generating high levels of non-compliant exposure,^{18,20,21} and the FTC’s 2014 report indicated that 11 of the 14 alcohol companies queried for that report had such lists in place.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	NKTNS	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		