

# Alcohol Advertising Compliance on Cable Television, October–December (Q4) 2015



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## BACKGROUND

Excessive alcohol consumption contributes to an average of 4,300 deaths among people under age 21 each year,<sup>1</sup> and is associated with many other health risk behaviors, including smoking, physical fighting, and high-risk sexual activity.<sup>2-8</sup> 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.<sup>9-11</sup>

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.<sup>12-15</sup> 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.<sup>16</sup>

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.<sup>17-19</sup> 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).<sup>16</sup> 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.<sup>16</sup>

The purpose of this report is to assess non-compliant alcohol advertising on cable TV that aired from the first quarter (Q1) of 2014 (i.e., January – March 2014) through the fourth quarter (Q4) of 2015 (i.e., October – December 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 2014 Q1 through 2015 Q4. 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.

We identified the cable TV programs to include in the "No-Buy" list by calculating the total number of non-compliant alcohol advertising exposures per program during the 12-quarter period from 2012 Q4 through 2015 Q3. This program-specific exposure was assessed over 12 quarters to stabilize the program list and to account for seasonal fluctuations in alcohol advertising as

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well as changes in advertising business cycles. However, the use of this 12-quarter measurement period may have masked more recent changes in the program-specific placement of non-compliant advertising, including the placement of non-compliant advertising on new cable television programs. Therefore, we also separately assessed non-compliant alcohol advertising during the most recent quarter (i.e., October to December (Q4) 2015). The analysis of non-compliant advertising by “No-Buy” list criteria was restricted to the 25 programs with the largest number of non-compliant exposures during both time periods.

In addition to identifying candidate programs for a “No-Buy” list, we also identified network-dayparts that could be included in a “No-Buy” list. This is important because 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. 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 Q4 through 2015 Q3, and for the most recent fourth quarter of 2015. This analysis was then restricted to the top 25 network-dayparts with the largest number of non-compliant exposures during these two time periods. These two lists were then used in the same manner as the program lists described above to identify long-standing and emerging network-dayparts based on the total non-compliant alcohol advertising exposures during each measurement period.

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-compliant<sup>1</sup> alcohol advertising exposures on cable television programs, by quarter – United States, 2014 Q1 to 2015 Q4**

Time Period	Age 2 to 20 Exposure		
	Total (000)	Non-Compliant <sup>1</sup> (000)	Percent Non-Compliant <sup>1</sup>
<b>Year 1</b>			
2014Q1	2,224,896	295,926	13.3%
2014Q2	4,629,874	548,449	11.8%
2014Q3	4,305,479	510,150	11.8%
2014Q4	4,516,480	514,873	11.4%
<b>Total Year 1</b>	<b>15,676,729</b>	<b>1,869,399</b>	<b>11.9%</b>
<b>Year 2</b>			
2015Q1	2,220,768	250,443	11.3%
2015Q2	4,989,908	549,755	11.0%
2015Q3	4,438,349	492,278	11.1%
2015Q4	4,500,303	483,112	10.7%
<b>Total Year 2</b>	<b>16,149,328</b>	<b>1,775,588</b>	<b>11.0%</b>
<b>Total Years 1-2</b>	<b>31,826,057</b>	<b>3,644,987</b>	<b>11.5%</b>

**Table 1b: Percent annual change in total and non-compliant<sup>1</sup> alcohol advertising exposures on cable television programs, by quarter – United States, 2014 Q1 to 2015 Q4**

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Non-Compliant <sup>1</sup> Exposure
Q1	-0.2%	-15.4%
Q2	7.8%	0.2%
Q3	3.1%	-3.5%
Q4	-0.4%	-6.2%
<b>Total</b>	<b>3.0%</b>	<b>-5.0%</b>

Source: Nielsen 2014-2015

<sup>1</sup>A 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 advertising 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 31.8 billion alcohol advertising impressions on cable TV during the 2-year period from 2014 Q1 through 2015 Q4, and about 3.6 billion (11.5%) of these impressions were due to non-compliant alcohol advertising.
- Total youth advertising exposure increased by 3.0% in Year 2 compared to Year 1, while non-compliant exposure decreased by 5.0% from 1.9 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 13.3% in 2014 Q1 to 10.7% in 2015 Q4.
- Non-compliant alcohol advertising exposure on cable TV *decreased* by 15.4% in Q1 of Year 2 (January to March 2015) relative to Q1 of Year 1 (January to March 2014); 3.5% in Q3 of Year 2 (July to September 2015) relative to Q3 of Year 1 (July to September 2014); and 6.2% in Q4 of Year 2 (October to December 2015) relative to Q4 of Year 1 (October to December 2014). In contrast, non-compliant alcohol advertising exposure on cable TV *increased* by 0.2% in Q2 of Year 2 (April to June 2015) relative to Q2 of Year 1 (April to June 2014).

**Table 2: Number and percentage of non-compliant<sup>1</sup> alcohol advertising exposures on cable television programs, by quarter – United States, 2014 Q1 to 2015 Q4**

**Non-Compliant<sup>1</sup> Age 2 to 20 Exposure (Percent of All)**

Time Period	All (000)	Serially Non-Compliant <sup>2</sup> (000)	High-Risk Network-Dayparts <sup>3</sup> (000)	Low-Rated Programs <sup>4</sup> (000)	Other <sup>5</sup> (000)
<b>Year 1</b>					
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%)
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%)
<b>Total Year 1</b>	<b>1,869,399</b>	<b>1,374,805 (73.5%)</b>	<b>371,645 (19.9%)</b>	<b>103,384 (5.5%)</b>	<b>19,565 (1.0%)</b>
<b>Year 2</b>					
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%)
2015Q3	492,278	361,155 (73.4%)	91,675 (18.6%)	39,448 (8.0%)	0 (0.0%)
2015Q4	483,112	284,283 (58.8%)	159,514 (33.0%)	39,315 (8.1%)	0 (0.0%)
<b>Total Year 2</b>	<b>1,775,588</b>	<b>1,288,101 (72.5%)</b>	<b>363,054 (20.4%)</b>	<b>124,434 (7.0%)</b>	<b>0 (0.0%)</b>
<b>Total Years 1-2</b>	<b>3,644,987</b>	<b>2,662,906 (73.1%)</b>	<b>734,699 (20.2%)</b>	<b>227,818 (6.3%)</b>	<b>19,565 (0.5%)</b>
<b>Percent Change</b>					
<b>Year 2 / Year 1</b>	<b>-5.0%</b>	<b>-6.3%</b>	<b>-2.3%</b>	<b>20.4%</b>	<b>-100.0%</b>

Source: Nielsen, 2014-2015

<sup>1</sup>A 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 advertising impressions resulting from non-compliant advertisements.

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

<sup>3</sup>Exposure 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.

<sup>4</sup>Exposure 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).

<sup>5</sup>Exposure 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 2014 Q1 through 2015 Q4, almost all (99.5%) of non-compliant alcohol advertising exposure met one of three no-buy list criteria.
- From 2014 Q1 through 2015 Q4, serially non-complaint programs were responsible for 73.1% of non-compliant exposure; high-risk network-dayparts were responsible for 20.2% of this exposure; and low-rated cable programs were responsible for 6.3% 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* 6.3% on serially non-compliant programs; *decreased* 2.3% on high-risk network-dayparts; *increased* 20.4% on low-rated cable programs; and *decreased* 100.0% on other types of non-compliant exposure.
- The *decrease* in non-compliant exposure classified as “other” in Year 2 compared to Year 1 was primarily due to the one-time airing of alcohol advertising during the NBA All-Star game in 2014 Q1, which was not repeated during 2015 Q1.<sup>20,21</sup>
- The 20.4% *increase* in non-compliant advertising on low-rated programs may have resulted from a shift in the placement of alcohol advertisements that had previously aired on serially non-compliant programs to low-rated programs, suggesting the need to adopt stricter standards for low-rated programs, as has been suggested by the FTC.<sup>22</sup>

**Table 3: Total non-compliant<sup>1</sup> alcohol advertising exposure on the 25 cable television programs with the largest number of non-compliant<sup>1</sup> exposures – United States, 2012 Q4 to 2015 Q3 and 2015 Q4**

Ranked by Total Non-Compliant <sup>1</sup> Exposure 2012 Q4 through 2015 Q3			Ranked by Total Non-Compliant <sup>1</sup> Exposure 2015 Q4		
Cable Network:Program	Non-Compliant <sup>1</sup> Ads	Non-Compliant <sup>1</sup> Exposure (000)	Cable Network:Program	Non-Compliant <sup>1</sup> Ads	Non-Compliant <sup>1</sup> Exposure (000)
FX:FX MOVIE PRIME	1,157	357,447	TRU:TRUTV TOP FUNNIEST	551	58,487
BET:BET MOVIE OF THE WEEK	1,250	203,731	TRU:ADAM RUINS EVERYTHING	575	48,044
CMDY:COMEDY CENTRAL MOVIE	1,104	188,541	FXX:SIMPSONS	157	19,792
FXX:FXX MOVIE PRIME	1,853	148,191	TRU:BILLY ON THE STREET	264	17,076
SPIKE:SPIKE TV MOVIE	755	124,215	BET:HOUSE OF PAYNE	81	15,983
ESPN:SPORTSCENTER MORNING	890	116,515	BET:BET MOVIE OF THE WEEK	85	13,599
FX:FX MOVIE LATE	528	103,650	TRU:WORLDS DUMBEST	121	10,954
ESQ:AMERICAN NINJA WARRIOR	2,338	100,304	VH1:R&R PICTURE SHOWS	104	10,151
TRU:IMPRACTICAL JOKERS	510	84,872	BET:MARTIN	64	9,734
TRU:WORLDS DUMBEST	658	74,533	VH1:LOVE & HIP HOP HLLYWD 2	82	8,789
TRU:TRUTV TOP FUNNIEST	704	63,175	SCI:MYTHBUSTERS	89	8,630
FX:FX MOVIE WKND AFTERNOON	245	62,391	ENT:KEEPING UP KARDASHIANS	90	8,345
VH1:R&R PICTURE SHOWS	618	61,255	FXX:FXX MOVIE PRIME	93	7,744
SPIKE:INK MASTER	399	55,953	SYFY:SYFY MOVIE	43	7,380
NGC:BRAIN GAMES	495	52,781	AMC:AMC FEARFEST	24	7,094
CMDY:COLBERT REPORT	368	52,556	CMDY:COMEDY CENTRAL MOVIE	48	6,763
TRU:SOUTH BEACH TOW	423	51,504	SCI:MYTHBUSTERS HOLIDAY MA	56	5,581
ENT:MOVIES WE LOVE	375	47,757	TRU:SUPER INTO	108	5,325
ESPN:SPORTSCENTER MORNING L	255	44,869	TRU:HACK MY LIFE	75	5,275
CMDY:ITS ALWAYS SUNNY IN PHIL	358	44,168	TRU:SANTAS IN THE BARN	67	5,171
ESPN:SPORTSCENTER AM L	303	39,550	SPIKE:SPIKE TV MOVIE	42	4,923
CMDY:DAILY SHOW	290	38,978	BET:WESTBROOKS_ THE	40	4,648
ENT:KEEPING UP KARDASHIANS	337	36,178	CMDY:KEY & PEELE	34	4,629
TRU:CARBONARO EFFECT_ THE	326	35,993	FX:FX MOVIE LATE	19	4,597
VH1:LOVE & HIP HOP ATLANTA 2	195	35,604	LOGO:LOGO MOVIES	270	4,561
<b>Top 25 Programs</b>	<b>16,734</b>	<b>2,224,711</b>	<b>Top 25 Programs</b>	<b>3,182</b>	<b>303,275</b>
<b>Remaining 11,805 Programs</b>	<b>72,866</b>	<b>3,576,460</b>	<b>Remaining 3,061 Programs</b>	<b>4,678</b>	<b>179,837</b>
<b>All Programs</b>	<b>89,600</b>	<b>5,801,171</b>	<b>All Programs</b>	<b>7,860</b>	<b>483,112</b>
<b>Top 25 Programs as a Percent of All Programs</b>	<b>18.7%</b>	<b>38.3%</b>	<b>Top 25 Programs as a Percent of All Programs</b>	<b>40.5%</b>	<b>62.8%</b>

Source: Nielsen, 2012-2015

<sup>1</sup>A 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 advertising 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.

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 more than 3 in 5 (62.8%) of all non-compliant exposures during 2015 Q4, and nearly 2 in 5 (38.3%) of all non-compliant advertising exposures during the preceding 12-quarter period from 2012 Q4 through 2015 Q3.
- Nine (36%) of the programs with the largest number of non-compliant exposures in 2015 Q4 were also among the 25 programs with the largest number of non-compliant exposures during the preceding 12 quarters, and accounted for about 1 in 6 (17.3%) of the non-compliant exposures during this three-year period (data not shown). These 9 programs included: *BET:BET Movie of the Week*, *CMDY:Comedy Central Movie*, *ENT:Keeping Up Kardashians*, *FX:FX Movie Late*, *FXX:FXX Movie Prime*, *SPIKE:Spike TV Movie*, *TRU:TRUTV Top Funniest*, *TRU:Worlds Dumbest*, and *VH1:R&R Picture Shows*.
- The cable programs that were responsible for high levels of non-compliant exposure in the most recent quarter (2015 Q4), but *not* in the preceding 12 quarters included: *AMC:AMC Fearfest*, *BET:House of Payne*, *BET:Martin*, *BET:Westbrooks\_The*, *CMDY:Key & Peele*, *FXX:Simpsons*, *LOGO:LOGO Movies*, *SCI:Mythbusters*, *SCI:Mythbusters Holiday Ma*, *SYFY:SYFY Movie*, *TRU:Adam Ruins Everything*, *TRU: Billy on the Street*, *TRU:Hack My Life*, *TRU:Santas in the Barn*, *TRU:Super Into*, and *VH1:Love & Hip Hop Hllywd 2*.
- All 25 of the programs listed on the 12-quarter list generated serially non-compliant exposure in the previous calendar year, and also generated serially non-compliant exposure in the current calendar year as well.
- Fifteen of the 25 programs with the largest number of non-compliant exposures in 2015 Q4 generated serially non-compliant advertising exposure. The remaining ten programs in the most recent quarter generated non-compliant exposure during high-risk network-dayparts.



**Table 4: Total non-compliant<sup>1</sup> alcohol advertising exposure on the 25 cable television network-dayparts<sup>2</sup> with the largest number of non-compliant<sup>1</sup> exposures – United States, 2012 Q4 to 2015 Q3 and 2015 Q4**

Ranked by Total Non-Compliant <sup>1</sup> Exposure 2012 Q4 through 2015 Q3			Ranked by Total Non-Compliant <sup>1</sup> Exposure 2015 Q4		
Cable Network:Daypart	Non-Compliant <sup>1</sup> Ads	Non-Compliant <sup>1</sup> Exposure (000)	Cable Network:Daypart	Non-Compliant <sup>1</sup> Ads	Non-Compliant <sup>1</sup> Exposure (000)
TRU:Overnight	3,127	248,046	TRU:Overnight	951	66,007
FX:Overnight	1,251	196,044	TRU:Prime	362	44,766
FX:Prime	560	190,476	BET:Prime	103	16,355
ESPN:Overnight	1,178	182,755	FXX:Prime	115	14,241
CMDY:Overnight	1,142	164,010	BET:Overnight	89	13,563
TRU:Prime	1,051	163,914	TRU:MF_LN_23_2330	139	12,517
VH1:Prime	787	154,974	FX:Overnight	51	8,584
CMDY:Prime	674	132,289	TRU:MF_EF_16_18	101	8,468
ESPN:MF_Morn_05_10	878	115,413	TRU:MF_EN_18_19	91	8,367
BET:Prime	604	110,737	CMDY:Prime	54	7,083
SPIKE:Overnight	854	99,191	TRU:PrimeAccess	55	6,696
BET:Overnight	525	78,762	FXX:PrimeAccess	58	6,458
FXX:Overnight	1,348	72,550	FXX:Overnight	115	6,406
FXX:Prime	731	70,450	VH1:Prime	50	5,730
SPIKE:Prime	369	67,505	CMDY:Overnight	86	5,642
FX:PrimeAccess	243	66,206	TRU:WE_Day_10_16	138	5,628
VH1:Overnight	508	62,643	SCI:Prime	54	5,552
FX:MF_EN_18_19	279	60,884	VH1:PrimeAccess	46	5,261
CMDY:PrimeAccess	318	55,919	VH1:Overnight	56	5,097
TBSC:Overnight	432	55,842	SCI:Overnight	70	5,013
NBAT:Overnight	2,640	52,412	BET:WE_Day_10_16	27	4,458
ESPN2:Overnight	1,160	50,544	ESPN:Overnight	31	4,176
ESQ:Prime	1,174	47,191	VH1:MF_EN_18_19	42	4,146
FX:WE_Day_10_16	189	46,682	TBSC:MF_Day_10_16	26	4,120
ENN:Overnight	2,459	41,480	CMDY:WE_Day_10_16	24	4,057
<b>Top 25 Network-Dayparts</b>	<b>24,481</b>	<b>2,586,921</b>	<b>Top 25 Network-Dayparts</b>	<b>2,934</b>	<b>278,389</b>
<b>Remaining 937 Network-Dayparts</b>	<b>65,119</b>	<b>3,214,250</b>	<b>Remaining 792 Network-Dayparts</b>	<b>4,926</b>	<b>204,723</b>
<b>All Network-Dayparts</b>	<b>89,600</b>	<b>5,801,171</b>	<b>All Network-Dayparts</b>	<b>7,860</b>	<b>483,112</b>
<b>Top 25 Network-Dayparts as a Percent of All Network-Dayparts</b>	<b>27.3%</b>	<b>44.6%</b>	<b>Top 25 Network-Dayparts as a Percent of All Network-Dayparts</b>	<b>37.3%</b>	<b>57.6%</b>

Source: Nielsen, 2012-2015

<sup>1</sup>A 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.

<sup>2</sup>A 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:

- The 25 network-dayparts on cable television that generated the largest number of non-compliant alcohol advertising exposures accounted for more than 4 in 10 (44.6%) of the non-compliant exposures during 2012 Q4 to 2015 Q3, and nearly 6 in 10 (57.6%) during 2015 Q4.
- Twelve (48%) of the 25 network-dayparts that generated the most non-compliant exposure in 2015 Q4 were also among the 25 network-dayparts with the largest number of non-compliant advertising exposures in the preceding 12 quarters. These network-dayparts included the following: *BET:Overnight*, *BET:Prime*, *CMDY:Overnight*, *CMDY:Prime*, *ESPN:Overnight*, *FX:Overnight*, *FXX:Overnight*, *FXX:Prime*, *TRU:Overnight*, *TRU:Prime*, *VH1:Overnight*, and *VH1:Prime*. Collectively, these 12 network-dayparts accounted for 28.2% 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: *BET:WE\_Day\_10\_16*, *CMDY:WE\_Day\_10\_16*, *FXX:PrimeAccess*, *SCI:Overnight*, *SCI:Prime*, *TBSC:MF\_Day\_10\_16*, *TRU:MF\_EF\_16\_18*, *TRU:MF\_EN\_18\_19*, *TRU:MF\_LN\_23\_2330*, *TRU:PrimeAccess*, *TRU:WE\_Day\_10\_16*, *VH1:MF\_EN\_18\_19*, and *VH1:PrimeAccess*.
- There is overlap between the list of programs on Table 3 and the network-dayparts in Table 4. About 1.4 billion (54.6%) of the 2.6 billion non-compliant impressions generated by the 25 high-risk network-dayparts during the 12-quarter time period were broadcast on serially non-compliant cable television programs in the 12-quarter period in Table 3 (data not shown).

**Table 5a: Total non-compliant<sup>1</sup> alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant<sup>1</sup> exposures – United States, 2012 Q4 to 2015 Q3**

Brand	Age 2 to 20 Total Exposure (000)	Total Non-Compliant <sup>1</sup> Exposure (Percent of Total Exposure) (000)	Type of Non-Compliant <sup>1</sup> Exposure (Percent of Total Non-Compliant Exposure)			
			Serially Non- Compliant <sup>2</sup> (000)	High-Risk Network-Daypart <sup>3</sup> (000)	Low-Rated Programs <sup>4</sup> (000)	Other <sup>5</sup> (000)
Heineken Beer	1,744,670	239,441 (13.7%)	184,816 (77.2%)	34,398 (14.4%)	18,938 (7.9%)	1,289 (0.5%)
Dos Equis Beer	1,685,130	214,011 (12.7%)	168,202 (78.6%)	28,118 (13.1%)	16,305 (7.6%)	1,387 (0.6%)
Corona Extra Beer	1,869,277	212,286 (11.4%)	161,291 (76.0%)	31,670 (14.9%)	17,162 (8.1%)	2,162 (1.0%)
Bud Light	1,802,549	199,775 (11.1%)	150,146 (75.2%)	32,539 (16.3%)	17,090 (8.6%)	0 (0.0%)
Redds Brewing Company Beverages	1,662,872	197,136 (11.9%)	150,201 (76.2%)	32,576 (16.5%)	10,923 (5.5%)	3,436 (1.7%)
Miller Lite	1,797,759	192,727 (10.7%)	154,726 (80.3%)	24,949 (12.9%)	13,052 (6.8%)	0 (0.0%)
Samuel Adams Beers	1,219,745	180,742 (14.8%)	147,999 (81.9%)	21,880 (12.1%)	10,863 (6.0%)	0 (0.0%)
Samuel Adams Boston Lager	1,110,405	154,687 (13.9%)	120,352 (77.8%)	20,927 (13.5%)	13,408 (8.7%)	0 (0.0%)
Disaronno Originale Amaretto	634,196	152,857 (24.1%)	93,948 (61.5%)	39,491 (25.8%)	19,418 (12.7%)	0 (0.0%)
Bacardi Rums	923,532	143,610 (15.6%)	103,130 (71.8%)	30,354 (21.1%)	10,126 (7.1%)	0 (0.0%)
Bud Light Lime-a-Rita	884,515	140,504 (15.9%)	107,306 (76.4%)	25,942 (18.5%)	7,255 (5.2%)	0 (0.0%)
Hennessy Cognacs	725,000	135,034 (18.6%)	101,108 (74.9%)	20,717 (15.3%)	6,460 (4.8%)	6,749 (5.0%)
Coors Light	1,186,576	115,005 (9.7%)	89,460 (77.8%)	17,494 (15.2%)	8,052 (7.0%)	0 (0.0%)
Strongbow Hard Cider	858,284	110,014 (12.8%)	63,243 (57.5%)	39,743 (36.1%)	7,029 (6.4%)	0 (0.0%)
Twisted Tea Malt Beverage	911,176	103,626 (11.4%)	72,358 (69.8%)	23,300 (22.5%)	6,766 (6.5%)	1,202 (1.2%)
Heineken Premium Lite Lager	856,253	95,714 (11.2%)	73,419 (76.7%)	15,749 (16.5%)	6,546 (6.8%)	0 (0.0%)
Budweiser Beer	655,592	87,331 (13.3%)	64,235 (73.6%)	11,151 (12.8%)	11,946 (13.7%)	0 (0.0%)
1800 Silver Tequila	552,210	79,570 (14.4%)	67,719 (85.1%)	9,041 (11.4%)	2,810 (3.5%)	0 (0.0%)
Dewar's White Label Scotch Whiskey	515,126	79,359 (15.4%)	63,030 (79.4%)	12,969 (16.3%)	3,361 (4.2%)	0 (0.0%)
Jose Cuervo Especial Tequila	548,502	76,037 (13.9%)	58,950 (77.5%)	12,313 (16.2%)	4,774 (6.3%)	0 (0.0%)
Angry Orchard Hard Ciders	725,326	73,282 (10.1%)	55,024 (75.1%)	11,669 (15.9%)	5,936 (8.1%)	653 (0.9%)
Southern Comfort	541,342	69,936 (12.9%)	44,637 (63.8%)	20,775 (29.7%)	3,954 (5.7%)	569 (0.8%)
Smith and Forge Hard Cider	598,503	69,820 (11.7%)	52,920 (75.8%)	14,263 (20.4%)	2,637 (3.8%)	0 (0.0%)
Grey Goose Vodka	460,316	68,637 (14.9%)	50,518 (73.6%)	15,281 (22.3%)	2,837 (4.1%)	0 (0.0%)
Sailor Jerry Spiced Navy Rums	345,844	65,866 (19.0%)	50,719 (77.0%)	6,609 (10.0%)	7,966 (12.1%)	572 (0.9%)
<b>Top 25 Brands</b>	<b>24,814,699</b>	<b>3,257,007 (12.5%)</b>	<b>2,449,456 (75.2%)</b>	<b>553,915 (17.0%)</b>	<b>235,616 (7.2%)</b>	<b>18,019 (0.6%)</b>
<b>Remaining 162 Brands</b>	<b>21,713,425</b>	<b>2,544,165 (11.7%)</b>	<b>1,835,572 (72.1%)</b>	<b>490,935 (19.3%)</b>	<b>192,796 (7.6%)</b>	<b>24,861 (1.0%)</b>
<b>All Brands</b>	<b>46,528,124</b>	<b>5,801,171 (12.5%)</b>	<b>4,285,029 (73.9%)</b>	<b>1,044,850 (18.0%)</b>	<b>428,412 (7.4%)</b>	<b>42,881 (0.7%)</b>
<b>Top 25 Brands as a Percent of All Brands</b>	<b>53.3%</b>	<b>56.1%</b>	<b>57.2%</b>	<b>53.0%</b>	<b>55.0%</b>	<b>42.0%</b>

Source: Nielsen, 2012-2015

<sup>1</sup>A 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 advertising impressions resulting from non-compliant advertisements.

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

<sup>3</sup>Exposure 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.

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

<sup>5</sup>All 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-compliant<sup>1</sup> alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant<sup>1</sup> exposures – United States, 2015 Q4**

Brand	Age 2 to 20 Total Exposure (000)	Total Non-Compliant <sup>1</sup> Exposure (Percent of Total Exposure) (000)	Type of Non-Compliant <sup>1</sup> Exposure (Percent of Total Non-Compliant Exposure)			
			Serially Non-Compliant <sup>2</sup> (000)	High-Risk Network-Daypart <sup>3</sup> (000)	Low-Rated Programs <sup>4</sup> (000)	Other <sup>5</sup> (000)
Redds Brewing Company Beverages	311,506	43,961 (14.1%)	22,950 (52.2%)	20,351 (46.3%)	661 (1.5%)	0 (0.0%)
Bacardi Rums	183,931	42,613 (23.2%)	20,330 (47.7%)	19,949 (46.8%)	2,334 (5.5%)	0 (0.0%)
Bud Light	211,621	39,151 (18.5%)	16,213 (41.4%)	17,517 (44.7%)	5,422 (13.8%)	0 (0.0%)
Samuel Adams Boston Lager	211,836	35,283 (16.7%)	19,923 (56.5%)	13,323 (37.8%)	2,037 (5.8%)	0 (0.0%)
Budweiser Beer	129,950	32,210 (24.8%)	20,590 (63.9%)	7,652 (23.8%)	3,969 (12.3%)	0 (0.0%)
Disaronno Originale Amaretto	134,542	30,990 (23.0%)	28,403 (91.7%)	2,169 (7.0%)	418 (1.4%)	0 (0.0%)
Corona Extra Beer	220,145	22,960 (10.4%)	13,322 (58.0%)	8,156 (35.5%)	1,482 (6.5%)	0 (0.0%)
Jose Cuervo Especial Tequila	116,081	17,272 (14.9%)	9,059 (52.4%)	8,133 (47.1%)	80 (0.5%)	0 (0.0%)
Blue Moon Belgian White Ale	151,877	16,038 (10.6%)	7,142 (44.5%)	7,075 (44.1%)	1,821 (11.4%)	0 (0.0%)
Dos Equis Beer	180,317	13,300 (7.4%)	7,686 (57.8%)	4,625 (34.8%)	989 (7.4%)	0 (0.0%)
Miller Lite	153,728	12,314 (8.0%)	6,759 (54.9%)	3,597 (29.2%)	1,958 (15.9%)	0 (0.0%)
Stella Artois Beer	97,113	10,463 (10.8%)	7,896 (75.5%)	1,830 (17.5%)	737 (7.0%)	0 (0.0%)
Michelob Ultra Light Beer	120,855	10,037 (8.3%)	5,608 (55.9%)	2,699 (26.9%)	1,730 (17.2%)	0 (0.0%)
Heineken Beer	156,507	10,010 (6.4%)	6,707 (67.0%)	1,801 (18.0%)	1,502 (15.0%)	0 (0.0%)
Korbel California Champagnes	89,910	9,433 (10.5%)	1,545 (16.4%)	6,407 (67.9%)	1,481 (15.7%)	0 (0.0%)
Grey Goose Vodka	127,814	8,788 (6.9%)	6,199 (70.5%)	2,169 (24.7%)	419 (4.8%)	0 (0.0%)
Hennessy Cognacs	33,310	7,194 (21.6%)	3,618 (50.3%)	2,747 (38.2%)	829 (11.5%)	0 (0.0%)
Remy Martin Cognacs	41,855	6,849 (16.4%)	4,654 (68.0%)	2,179 (31.8%)	16 (0.2%)	0 (0.0%)
Woodbridge Wines	161,373	6,166 (3.8%)	5,074 (82.3%)	534 (8.7%)	558 (9.1%)	0 (0.0%)
Belvedere Vodka	54,002	5,928 (11.0%)	4,121 (69.5%)	1,156 (19.5%)	652 (11.0%)	0 (0.0%)
Stella Artois Cidre	60,461	5,580 (9.2%)	3,064 (54.9%)	1,738 (31.1%)	778 (13.9%)	0 (0.0%)
Angry Orchard Hard Ciders	87,875	5,536 (6.3%)	3,022 (54.6%)	660 (11.9%)	1,854 (33.5%)	0 (0.0%)
Patron Silver Tequila	56,722	4,830 (8.5%)	4,780 (99.0%)	50 (1.0%)	0 (0.0%)	0 (0.0%)
Strongbow Hard Cider	61,111	4,829 (7.9%)	3,606 (74.7%)	650 (13.5%)	573 (11.9%)	0 (0.0%)
Sam Adams Winter Lager	35,283	4,754 (13.5%)	2,757 (58.0%)	1,503 (31.6%)	493 (10.4%)	0 (0.0%)
<b>Top 25 Brands</b>	<b>3,189,726</b>	<b>406,490 (10.7%)</b>	<b>235,030 (57.8%)</b>	<b>138,667 (34.1%)</b>	<b>32,794 (8.1%)</b>	<b>0 (0.0%)</b>
<b>Remaining 56 Brands</b>	<b>1,310,577</b>	<b>76,622 (5.8%)</b>	<b>49,254 (64.3%)</b>	<b>20,847 (27.2%)</b>	<b>6,521 (8.5%)</b>	<b>0 (0.0%)</b>
<b>All Brands</b>	<b>4,500,303</b>	<b>483,112 (10.7%)</b>	<b>284,283 (58.8%)</b>	<b>159,514 (33.0%)</b>	<b>39,315 (8.1%)</b>	<b>0 (0.0%)</b>
<b>Top 25 Brands as a Percent of All Brands</b>	<b>70.9%</b>	<b>84.1%</b>	<b>82.7%</b>	<b>86.9%</b>	<b>83.4%</b>	<b>NA</b>

Source: Nielsen, 2015

<sup>1</sup>A 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 advertising impressions resulting from non-compliant advertisements.

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

<sup>3</sup>Exposure 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.

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

<sup>5</sup>All 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 more than 4 in 5 (84.1%) of the non-compliant exposures during 2015 Q4 (Table 5b), and over half (56.1%) of all non-compliant exposures in the preceding 12 quarters from 2012 Q4 to 2015 Q3 (Table 5a).
- Brands listed in Tables 5a and 5b varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 9.7% to 24.1% in the 12-quarter time period and from 3.7% to 24.6% in 2015 Q4.
- Serially non-compliant programs were responsible for almost 3 in 5 (57.8%) of the non-compliant advertising exposures for the top 25 brands in 2015 Q4 (Table 5b), ranging from 16.4% (Korbel California Champagnes) to 99.0% (Patron Silver Tequila). In contrast, serially non-compliant programs were responsible for 3 in 4 (75.2%) of the non-compliant advertising exposures for the top 25 brands during the preceding 12 quarters (Table 5a), ranging from 57.5% (Strongbow Hard Cider) to 85.1% (1800 Silver Tequila).
- Fifteen (60.0%) of the 25 brands with the largest number of non-compliant exposures in 2015 Q4 were also among the 25 brands with the largest number of non-compliant exposures during the preceding 12 quarters. These brands included Angry Orchard Hard Ciders, Bacardi Rums, Bud Light, Budweiser Beer, Corona Extra Beer, Disaronno Originale Amaretto, Dos Equis Beer, Grey Goose Vodka, Heineken Beer, Hennessy Cognacs, Jose Cuervo Especial Tequila, Miller Lite, Redds Brewing Company Beverages, Samuel Adams Boston Lager, and Strongbow Hard Cider. Collectively, these 15 brands accounted for over one-third (38.9%) of all non-compliant exposure from 2012 Q4 through 2015 Q3 (data not shown).
- In 2015 Q4, about 1 in 4 alcohol advertising exposures were non-compliant for the following brands: Budweiser Beer (24.8%), Bacardi Rums (23.2%), and Disaronno Originale Amaretto (23.0%).
- In 2015 Q4, the top 25 brands placed 1,099 non-compliant advertisements on the 25 cable network programs identified as “No-Buy” list candidates (Table 3), generating 122.5 million non-compliant advertising impressions in the most recent quarter (data not shown).

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## SUMMARY AND RECOMMENDATIONS

In the 2-year period ending in 2015 Q4, youth under the legal drinking age saw 3.6 billion non-compliant alcohol advertising impressions on cable TV. In other words, almost 1 out of 8 alcohol advertising impressions on cable TV programs seen by youth were non-compliant. However, this non-compliant alcohol advertising exposure was 6.2% less than in the fourth quarter of 2014, even though total underage alcohol advertising exposure only decreased slightly (0.4%) between these two time periods. Similarly, youth exposure to non-compliant alcohol advertising decreased by 5.0% in 2015 compared to 2014, despite the fact that overall youth exposure to alcohol advertising increased by 3.0%. These findings affirm that it is possible to further reduce youth exposure to non-compliant alcohol advertising even in an environment where total alcohol advertising exposure is increasing.

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 from 2012 Q4 to 2015 Q3 were the same as the programs with the highest amount of non-compliant exposure from the previous 12 quarter-period, 2012 Q3 to 2015 Q2.<sup>21</sup> Similarly, 23 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 Q3 report.<sup>21</sup> The programs in the 12-quarter list (Table 3) in every quarterly report published in 2015 were serially non-compliant meaning non-compliant alcohol ads appeared on these programs in both 2015 and 2014.<sup>19-21</sup>

One of the two new programs on the 12-quarter list in the current report, *ENT:Keeping Up Kardashians*, and one of the two new dayparts on the 12-quarter list *ESQ:Prime* each moved from the 2015 Q3 top 25 single quarter lists in the previous report. This is the third quarterly report showing a migration from single quarter lists in the prior quarter to the current 12-quarter top 25 lists. This 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 unless action is taken to remove alcohol advertising from them.<sup>20,21</sup>

From the first quarter of 2014 through the fourth quarter of 2015, almost all (99.5%) 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 these criteria for reducing 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 (i.e., serially non-compliant), and an additional 20.2% 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 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 from October 2012 to September 2015 the 25 programs with the largest number of non-compliant exposures were responsible for almost 2 in 5 of the total non-compliant alcohol advertising exposures. Similarly, the 25 high-risk network-dayparts were responsible for 44.6% 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, ads might be placed on the NGC network during prime time but not on the program *Brain Games*, or for instance, due to the continually high levels of non-compliant exposures from TruTV, advertisers could request no alcohol content be placed on that network.

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 and to better adhere to their own voluntary standards. First, alcohol industry codes already require a post-audit of advertising placements that should identify programs and network-

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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.

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 recommendations in its 2014 report (Executive Summary, page iii, Recommendation 1a).<sup>22</sup>

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*, *FXX Movie Prime*, *Spike TV Movie*, *ENT Movies We Love*, and *FX 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, Motion Picture Association of America (MPAA) rating (e.g., PG, PG-13, or R ratings), or other factors are useful for predicting the probability of a movie generating a non-compliant alcohol advertising exposure.

Finally, most individual alcohol brands are generating non-compliant exposure in a similar fashion – that is, through ads placed on serially non-compliant programs and during high-risk network-dayparts. Thus, individual brands could substantially 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 - Saturday-Sunday 10AM to 3:59PM
WE_EF_16_18	Weekend Early Fringe - Saturday-Sunday 4PM to 5:59PM
WE_EN_18_19	Weekend Early News - Saturday-Sunday 6PM-6:59PM
WE_LN_23_2330	Weekend Late News - Saturday-Sunday 11PM-11:29PM
WE_Morn_05_10	Weekend Morning - Saturday-Sunday 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

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## 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).<sup>22</sup>

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,<sup>18,22,23</sup> and the FTC’s 2014 report indicated that 11 of the 14 alcohol companies queried for that report had such lists in place.<sup>22</sup>

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	HIST	HISTORY
FAM	ABC FAMILY	HLN	HLN
ADSM	ADULT SWIM	HGTV	HOME AND GARDEN TV
AJAM	AL JAZEERA AMERICA	IFC	IFC TV
AMC	AMC	INSP	INSP
AHC	AMERICAN HEROES CHANNEL	ID	INVESTIGATION DISCOVERY
APL	ANIMAL PLANET	LMN	LIFETIME MOVIE NETWORK
BBCA	BBC-AMERICA	LIF	LIFETIME TELEVISION
BEIN	BEIN SPORT	LOGO	LOGO
BET	BLACK ENTERTAINMENT TV	MLBN	MLB NETWORK
BOOM	BOOMERANG	MSNBC	MSNBC
BRVO	BRAVO	MTV	MTV
CNTRC	CENTRIC	MTV2	MTV2
CHIL	CHILLER	NGWD	NAT GEO WILD
CLOO	CLOO	NGC	NATIONAL GEOGRAPHIC CHNL
CMT	CMT	NBAT	NBA-TV
CNBC	CNBC	NBCSN	NBC SPORTS NETWORK
CNN	CNN	NFLN	NFL NETWORK
CMDY	COMEDY CENTRAL	NKJR	NICK JR
CC	COOKING CHANNEL	NAN	NICK-AT-NITE
DAM	DESTINATION AMERICA	NICK	NICKELODEON
DISC	DISCOVERY CHANNEL	NKTNS	NICKTOONS
DFC	DISCOVERY FAMILY CHANNEL	OWN	OPRAH WINFREY NETWORK
DLIF	DISCOVERY LIFE CHANNEL	OVTN	OVATION
DXD	DISNEY XD	OXYG	OXYGEN MEDIA
DIY	DIY NETWORK	POP	POP
ENT	E!	REAL	REAL
REY	EL REY	RLZC	REELZCHANNEL
ESPN	ESPN	RFD	RFD-TV
ESPCL	ESPN CLASSIC	SCI	SCIENCE
ESPN2	ESPN2	SMTH	SMITHSONIAN
ENN	ESPNEWS	SOAP	SOAP
ESPNU	ESPNU	SPIKE	SPIKE TV
ESQ	ESQUIRE NETWORK	SPRT	SPROUT
FOOD	FOOD NETWORK	SUND	SUNDANCE TV
FBN	FOX BUSINESS NETWORK	SYFY	SYFY
NETWORK ABBREVIATION	NETWORK TITLE	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