

# Alcohol Advertising Compliance on Cable Television, January – March (Q1) 2016



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## BACKGROUND

Excessive alcohol consumption contributes to an average of 4,350 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> At least 25 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 guidelines, 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 guidelines (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 exposure on cable television.<sup>16</sup>

The purpose of this report is to: 1) assess non-compliant alcohol advertising on cable TV that aired during an eight-quarter period from the second quarter (Q2) of 2014 through the first quarter (Q1) of 2016 (i.e., April 2014 to March 2016) based on the three no-buy list criteria developed by Ross et al.;<sup>16</sup> and 2) identify the 25 alcohol brands, programs, and network-dayparts that were responsible for the largest amount of non-compliant alcohol advertising exposure, and the distribution of this exposure based on no-buy list criteria.

## 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 2013-2016 used under license, all rights reserved). This analysis focused 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 ages 2 years and older were ages 2 to 20 years). Advertising exposure was measured in *impressions*, which were based on the number of viewers who saw 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*

We analyzed the distribution of youth exposure to alcohol advertising on all cable TV programs based on compliance with voluntary placement guidelines by quarter for the eight quarters from 2014 Q2 through 2016 Q1. The distribution of non-compliant alcohol advertising exposure by no-buy list category (e.g., serially non-compliant, high-risk network-daypart, low-rated) was assessed over this same eight-quarter period. To control for seasonal variation in advertising cycles, we compared non-compliant exposure in one quarter to the matching quarter in the previous year (i.e., year-over-year percent change in non-compliant impressions).

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Next, we summed non-compliant alcohol advertising impressions for each brand, and then identified the 25 alcohol brands that were responsible for the largest amount of non-compliant alcohol advertising exposure on cable TV in the 12-quarter period from 2013 Q1 to 2015 Q4, and separately for 2016 Q1, the most recent single quarter for which data were available. The distribution of this non-compliant exposure was then assessed on a brand-specific basis using no-buy list criteria.

Finally, we summed the non-compliant impressions on each cable program and each network-daypart, respectively, that ran alcohol advertising from 2013 Q1 to 2015 Q4 to identify the 25 cable TV programs and high-risk network-dayparts that were responsible for the largest number of non-compliant alcohol advertising impressions during this time period. Separately, we identified the 25 programs and network-dayparts from among those that ran alcohol advertising during 2016 Q1 that were responsible for the largest number of non-compliant alcohol advertising impressions.

We used two different time periods – 2013 Q1 to 2015 Q4 (12 quarters) and 2016 Q1 (one quarter) - in these analyses to assess both long-term and emerging trends in alcohol advertising exposure by brand, program, and network-daypart. The assessment of alcohol advertising exposure over 12 quarters generated a more stable list of the brands, programs, and network-dayparts that were responsible for the largest number of non-compliant impressions. This analysis also accounts for seasonal fluctuations in alcohol advertising. However, the use of the 12-quarter measurement period could have masked more recent changes in non-compliant advertising, including placements on new cable television programs that may represent emerging problems. Furthermore, the 12-quarter list filters out smaller advertisers that may only advertise during certain seasons, and thus, make up a larger proportion of exposure in any given quarter but not enough to make it to the 12-quarter list. Therefore, we also separately analyzed non-compliant alcohol advertising for the most recent quarter (i.e., January to March 2016 Q1).

## RESULTS

**Table 1a: Number and percentage of non-compliant<sup>1</sup> alcohol advertising impressions on cable television programs, by quarter – United States, 2014 Q2 to 2016 Q1**

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>			
2014Q2	4,629,874	548,449	11.8%
2014Q3	4,305,479	510,150	11.8%
2014Q4	4,516,480	514,873	11.4%
2015Q1	2,220,768	250,443	11.3%
<b>Total Year 1</b>	<b>15,672,601</b>	<b>1,823,916</b>	<b>11.6%</b>
<b>Year 2</b>			
2015Q2	4,989,908	549,755	11.0%
2015Q3	4,438,349	492,278	11.1%
2015Q4	4,500,303	483,112	10.7%
2016Q1	2,345,107	99,416	4.2%
<b>Total Year 2</b>	<b>16,273,667</b>	<b>1,624,561</b>	<b>10.0%</b>
<b>Total Years 1-2</b>	<b>31,946,268</b>	<b>3,448,477</b>	<b>10.8%</b>

**Table 1b: Percent annual change in total and non-compliant<sup>1</sup> alcohol advertising impressions on cable television programs, by quarter – United States, 2014 Q2 to 2016 Q1**

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Non-Compliant <sup>1</sup> Exposure
Q2	7.8%	0.2%
Q3	3.1%	-3.5%
Q4	-0.4%	-6.2%
Q1	5.6%	-60.3%
<b>Total</b>	<b>3.8%</b>	<b>-10.9%</b>

Source: Nielsen 2014-2016

<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 31.9 billion alcohol advertising impressions on cable TV during the 2-year period from 2014 Q2 through 2016 Q1. About 3.4 billion (10.8%) of these impressions were due to alcohol advertising exposure that did *not* comply with the alcohol industry voluntary guidelines (i.e., were non-compliant).
- Total youth exposure to alcohol advertising increased by 3.8%, from 15.7 billion impressions in Year 1 to 16.3 billion in Year 2, while non-compliant exposure decreased by 10.9%, from 1.8 billion impressions in Year 1 to 1.6 billion in Year 2.
- The percent of total alcohol advertising exposure that did *not* comply with alcohol industry voluntary guidelines ranged from 11.8% in 2014 Q2 and Q3 to 4.2% in 2016 Q1.
- Comparing matching quarters in Year 2 to Year 1, 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); *decreased* by 3.5% in Q3 of Year 2 (July to September 2015) relative to Q3 of Year 1 (July to September 2014); *decreased* by 6.2% in Q4 of Year 2 (October to December 2015) relative to Q4 of Year 1 (October to December 2014); and *decreased* by 60.3% in 2016 Q1 (January to March 2016) relative to non-compliant exposure in 2015 Q1 (January to March 2015).

**Table 2: Number and percentage of non-compliant<sup>1</sup> alcohol advertising impressions on cable television programs, by quarter – United States, 2014 Q2 to 2016 Q1**

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>					
2014Q2	548,449	439,524 (80.1%)	84,864 (15.5%)	24,061 (4.4%)	0 (0.0%)
2014Q3	510,150	349,054 (68.4%)	125,449 (24.6%)	34,445 (6.8%)	1,202 (0.2%)
2014Q4	514,873	353,671 (68.7%)	131,056 (25.5%)	30,147 (5.9%)	0 (0.0%)
2015Q1	250,443	201,244 (80.4%)	36,289 (14.5%)	12,910 (5.2%)	0 (0.0%)
<b>Total Year 1</b>	<b>1,823,916</b>	<b>1,343,492 (73.7%)</b>	<b>377,659 (20.7%)</b>	<b>101,563 (5.6%)</b>	<b>1,202 (0.1%)</b>
<b>Year 2</b>					
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%)
2016Q1	99,416	77,417 (77.9%)	18,742 (18.9%)	3,256 (3.3%)	0 (0.0%)
<b>Total Year 2</b>	<b>1,624,561</b>	<b>1,164,275 (71.7%)</b>	<b>345,507 (21.3%)</b>	<b>114,780 (7.1%)</b>	<b>0 (0.0%)</b>
<b>Total Years 1-2</b>	<b>3,448,477</b>	<b>2,507,767 (72.7%)</b>	<b>723,165 (21.0%)</b>	<b>216,342 (6.3%)</b>	<b>1,202 (0.0%)</b>
<b>Percent Change</b>					
<b>Year 2 / Year 1</b>	<b>-10.9%</b>	<b>-13.3%</b>	<b>-8.5%</b>	<b>13.0%</b>	<b>-100.0%</b>
<b>Percent Change</b>					
<b>2016Q1 / 2015Q1</b>	<b>-60.3%</b>	<b>-61.5%</b>	<b>-48.4%</b>	<b>-74.8%</b>	<b>0.0%</b>

Source: Nielsen 2014-2016

<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 207 network and 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 (i.e., exposure that occurred on high-risk network-dayparts is exclusive of exposure on serially non-compliant programs).

Numbers may not add to totals due to rounding.

### Key Findings from Table 2:

- From 2014 Q2 through 2016 Q1, nearly all of the non-compliant alcohol advertising exposure met one of the three no-buy list criteria.
- From 2014 Q2 through 2016 Q1, serially non-compliant programs were responsible for 72.7% of non-compliant exposure; high-risk network-dayparts were responsible for 21.0%; and low-rated cable programs were responsible for 6.3%.
- 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 impressions in both years.
- Comparing Year 2 to Year 1, non-compliant alcohol advertising *decreased* by 13.3% on serially non-compliant programs; *decreased* by 8.5% on high-risk network-dayparts; *increased* by 13.0% on low-rated cable programs; and *decreased* by 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 due to the airing of alcohol advertising on the USA Network prime time show *World Wrestling Entertainment (WWE)* in the third quarter (July to September) of 2014, which did not occur during comparable periods in Year 2.
- Comparing 2016 Q1 to 2015 Q1, non-compliant exposure from serially non-compliant programs *decreased* by 61.5% from 201 million impressions to 77.4 million, and non-compliant exposure from high-risk network-dayparts *decreased* by 48.4% from 36.3 million impressions to 18.7 million.

**Table 3a: Total non-compliant<sup>1</sup> alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant<sup>1</sup> impressions – United States, 2013 Q1 to 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	1,974,378	241,097 (12.2%)	173,151 (71.8%)	52,926 (22.0%)	11,584 (4.8%)	3,436 (1.4%)
Corona Extra Beer	2,041,767	234,541 (11.5%)	174,290 (74.3%)	39,826 (17.0%)	18,262 (7.8%)	2,162 (0.9%)
Bud Light	1,893,582	231,219 (12.2%)	160,317 (69.3%)	49,150 (21.3%)	21,753 (9.4%)	0 (0.0%)
Heineken Beer	1,742,117	228,512 (13.1%)	177,202 (77.5%)	32,292 (14.1%)	17,728 (7.8%)	1,289 (0.6%)
Dos Equis Beer	1,762,949	211,908 (12.0%)	165,522 (78.1%)	29,815 (14.1%)	15,185 (7.2%)	1,387 (0.7%)
Miller Lite	1,852,192	199,186 (10.8%)	156,912 (78.8%)	27,601 (13.9%)	14,673 (7.4%)	0 (0.0%)
Samuel Adams Boston Lager	1,322,241	189,971 (14.4%)	140,274 (73.8%)	34,251 (18.0%)	15,445 (8.1%)	0 (0.0%)
Bacardi Rums	979,666	162,218 (16.6%)	108,102 (66.6%)	44,788 (27.6%)	9,328 (5.8%)	0 (0.0%)
Samuel Adams Beers	1,017,877	146,657 (14.4%)	122,931 (83.8%)	16,268 (11.1%)	7,458 (5.1%)	0 (0.0%)
Bud Light Lime-a-Rita	884,488	140,504 (15.9%)	107,306 (76.4%)	25,942 (18.5%)	7,255 (5.2%)	0 (0.0%)
Disaronno Originale Amaretto	595,558	134,144 (22.5%)	95,086 (70.9%)	32,239 (24.0%)	6,819 (5.1%)	0 (0.0%)
Hennessy Cognacs	677,313	121,261 (17.9%)	89,001 (73.4%)	20,635 (17.0%)	4,876 (4.0%)	6,749 (5.6%)
Coors Light	1,258,001	116,268 (9.2%)	90,806 (78.1%)	17,138 (14.7%)	8,324 (7.2%)	0 (0.0%)
Strongbow Hard Cider	919,395	114,843 (12.5%)	66,849 (58.2%)	40,393 (35.2%)	7,602 (6.6%)	0 (0.0%)
Budweiser Beer	753,530	112,970 (15.0%)	78,821 (69.8%)	18,650 (16.5%)	15,499 (13.7%)	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%)
Jose Cuervo Especial Tequila	664,583	93,309 (14.0%)	68,010 (72.9%)	20,445 (21.9%)	4,854 (5.2%)	0 (0.0%)
1800 Silver Tequila	594,313	81,775 (13.8%)	69,688 (85.2%)	9,277 (11.3%)	2,810 (3.4%)	0 (0.0%)
Angry Orchard Hard Ciders	813,201	78,818 (9.7%)	58,046 (73.6%)	12,329 (15.6%)	7,791 (9.9%)	653 (0.8%)
Grey Goose Vodka	556,274	73,593 (13.2%)	53,603 (72.8%)	17,015 (23.1%)	2,975 (4.0%)	0 (0.0%)
Smith and Forge Hard Cider	606,247	71,531 (11.8%)	54,631 (76.4%)	14,263 (19.9%)	2,637 (3.7%)	0 (0.0%)
Michelob Ultra Light Beer	662,521	69,101 (10.4%)	52,444 (75.9%)	9,588 (13.9%)	6,455 (9.3%)	614 (0.9%)
Dewar's White Label Scotch Whiskey	483,618	66,302 (13.7%)	54,154 (81.7%)	9,737 (14.7%)	2,412 (3.6%)	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%)
<b>Top 25 Brands</b>	<b>26,123,363</b>	<b>3,384,673 (12.2%)</b>	<b>2,504,152 (74.0%)</b>	<b>635,102 (18.8%)</b>	<b>227,928 (6.7%)</b>	<b>17,491 (0.5%)</b>
<b>Remaining 152 Brands</b>	<b>21,304,281</b>	<b>2,394,746 (11.2%)</b>	<b>1,717,524 (71.7%)</b>	<b>471,679 (19.7%)</b>	<b>182,131 (7.6%)</b>	<b>23,412 (1.0%)</b>
<b>All Brands</b>	<b>47,427,644</b>	<b>5,779,419 (12.2%)</b>	<b>4,221,676 (73.0%)</b>	<b>1,106,781 (19.2%)</b>	<b>410,059 (7.1%)</b>	<b>40,903 (0.7%)</b>
<b>Top 25 Brands as a Percent of All Brands</b>	<b>55.1%</b>	<b>58.6%</b>	<b>59.3%</b>	<b>57.4%</b>	<b>55.8%</b>	<b>42.8%</b>

Source: Nielsen 2013-2015

<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 207 network and 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: Alcohol brands are listed based on total non-compliant alcohol advertising exposure. Each category of non-compliant exposure (i.e., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (i.e., exposure that occurred on high-risk network-dayparts is exclusive of exposure on serially non-compliant programs).

Numbers may not add to totals due to rounding.

### Key Findings from Table 3a:

- The 25 alcohol brands with the largest number of non-compliant alcohol advertising impressions across all no-buy list criteria were responsible for over half (58.6%) of all non-compliant exposure from 2013 Q1 to 2015 Q4.
- Brands varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 9.2% (Coors Light) to 22.5% (Disaronno Originale Amaretto) in the 12-quarter period.
- More than 1 out of every 5 impressions from Disaronno Originale Amaretto (22.5%) and from Smirnoff Freeze and Shake Frozen Cocktails (21.9%), respectively, were non-compliant during the 12-quarter period.
- Serially non-compliant alcohol advertising exposure was responsible for 3 in 4 (74.0%) of the total non-compliant alcohol advertising exposure attributable to these 25 alcohol brands. Serially non-compliant exposure as a percent of all non-compliant exposure generated by each brand ranged from 58.2% (Strongbow Hard Cider) to 85.2% (1800 Silver Tequila).

**Table 3b: Total non-compliant<sup>1</sup> alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant<sup>1</sup> impressions – United States, 2016 Q1**

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)
Bud Light	211,183	14,065 (6.7%)	11,635 (82.7%)	2,313 (16.4%)	116 (0.8%)	0 (0.0%)
Samuel Adams Boston Lager	132,366	7,187 (5.4%)	6,087 (84.7%)	984 (13.7%)	116 (1.6%)	0 (0.0%)
Redds Brewing Company Beverages	170,048	5,941 (3.5%)	4,705 (79.2%)	1,143 (19.2%)	94 (1.6%)	0 (0.0%)
Michelob Ultra Light Beer	101,425	5,591 (5.5%)	4,191 (75.0%)	1,400 (25.0%)	0 (0.0%)	0 (0.0%)
Bud Light Lime-a-Rita	114,603	5,147 (4.5%)	3,136 (60.9%)	1,787 (34.7%)	224 (4.4%)	0 (0.0%)
Strongbow Hard Cider	106,730	4,621 (4.3%)	2,853 (61.7%)	1,768 (38.3%)	0 (0.0%)	0 (0.0%)
Miller Lite	165,025	4,545 (2.8%)	3,608 (79.4%)	784 (17.2%)	153 (3.4%)	0 (0.0%)
Budweiser Beer	69,944	4,240 (6.1%)	3,291 (77.6%)	925 (21.8%)	24 (0.6%)	0 (0.0%)
Heineken Beer	82,387	3,618 (4.4%)	2,797 (77.3%)	567 (15.7%)	254 (7.0%)	0 (0.0%)
Jack Daniels Tennessee Honey	30,566	3,439 (11.2%)	2,531 (73.6%)	358 (10.4%)	550 (16.0%)	0 (0.0%)
Ciroc Flavored Vodkas	47,961	3,298 (6.9%)	3,093 (93.8%)	167 (5.1%)	39 (1.2%)	0 (0.0%)
Bud Light Lime	65,714	3,280 (5.0%)	2,424 (73.9%)	776 (23.7%)	81 (2.5%)	0 (0.0%)
Dos Equis Beer	87,394	3,155 (3.6%)	2,781 (88.2%)	224 (7.1%)	150 (4.8%)	0 (0.0%)
New Belgium Beers	43,067	2,898 (6.7%)	1,800 (62.1%)	1,097 (37.9%)	0 (0.0%)	0 (0.0%)
Bacardi Rums	64,152	2,698 (4.2%)	2,483 (92.0%)	215 (8.0%)	0 (0.0%)	0 (0.0%)
Samuel Adams Beers	51,905	2,674 (5.2%)	1,818 (68.0%)	735 (27.5%)	121 (4.5%)	0 (0.0%)
Hennessy Cognacs	23,827	2,654 (11.1%)	2,395 (90.3%)	157 (5.9%)	102 (3.8%)	0 (0.0%)
Jim Beam Bourbon Whiskey	97,676	2,441 (2.5%)	1,908 (78.2%)	520 (21.3%)	13 (0.5%)	0 (0.0%)
Samuel Adams White Ale	37,336	2,402 (6.4%)	1,496 (62.3%)	825 (34.4%)	81 (3.4%)	0 (0.0%)
Sam Adams Winter Lager	20,738	2,095 (10.1%)	1,985 (94.7%)	91 (4.4%)	19 (0.9%)	0 (0.0%)
Angry Orchard Hard Ciders	86,215	2,053 (2.4%)	1,712 (83.4%)	79 (3.9%)	262 (12.7%)	0 (0.0%)
Coors Light	130,208	1,872 (1.4%)	1,285 (68.6%)	566 (30.2%)	21 (1.1%)	0 (0.0%)
Corona Extra Beer	67,047	1,711 (2.6%)	1,355 (79.2%)	317 (18.5%)	39 (2.3%)	0 (0.0%)
Yellow Tail Wines	46,158	1,259 (2.7%)	557 (44.2%)	86 (6.8%)	616 (48.9%)	0 (0.0%)
Jose Cuervo Especial Tequila	2,302	948 (41.2%)	948 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
<b>Top 25 Brands</b>	<b>2,055,976</b>	<b>93,834 (4.2%)</b>	<b>72,874 (77.7%)</b>	<b>17,885 (19.1%)</b>	<b>3,075 (3.3%)</b>	<b>0 (0.0%)</b>
<b>Remaining 24 Brands</b>	<b>289,131</b>	<b>5,582 (1.9%)</b>	<b>4,543 (81.4%)</b>	<b>857 (15.4%)</b>	<b>181 (3.2%)</b>	<b>0 (0.0%)</b>
<b>All Brands</b>	<b>2,345,107</b>	<b>99,416 (4.2%)</b>	<b>77,417 (77.9%)</b>	<b>18,742 (18.9%)</b>	<b>3,256 (3.3%)</b>	<b>0 (0.0%)</b>
<b>Top 25 Brands as a Percent of All Brands</b>	<b>87.7%</b>	<b>94.4%</b>	<b>94.1%</b>	<b>95.4%</b>	<b>94.4%</b>	<b>NA</b>

Source: Nielsen 2016

<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 207 network and 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: Alcohol brands are listed based on total non-compliant alcohol advertising exposure. Each category of non-compliant exposure (i.e., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (i.e., exposure that occurred on high-risk network-dayparts is exclusive of exposure on serially non-compliant programs).

NA = Not Applicable (divide by zero)

Numbers may not add to totals due to rounding.

### Key Findings from Tables 3b:

- The 25 alcohol brands with the largest number of non-compliant alcohol advertising impressions were responsible for almost all (94.4%) of the non-compliant exposure during 2016 Q1.
- Brands varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 1.4% (Coors Light) to 41.2% (Jose Cuervo Especial Tequila).
- Serially non-compliant alcohol advertising exposure was responsible for more than 3 in 4 (77.7%) of the total non-compliant advertising exposure attributable to these 25 alcohol brands in 2016 Q1, ranging from 44.2% (Yellow Tail Wines) to 100.0% (Jose Cuervo Especial Tequila).
- Eight of the brands on the 2016 Q1 no-buy prototype list did not appear on the 12-quarter list (Table 3a). These brands included: Jack Daniels Tennessee Honey, Ciroc Flavored Vodkas, Bud Light Lime, New Belgium Beers, Jim Beam Bourbon Whiskey, Samuel Adams White Ale, Sam Adams Winter Lager, and Yellow Tail Wines.

**Table 4a: 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> impressions – United States, 2013 Q1 to 2015 Q4**

Ranked by Total Non-Compliant<sup>1</sup> Exposure  
2013 Q1 to 2015 Q4

Cable Network:Program	Non-Compliant <sup>1</sup> Ads	Non-Compliant <sup>1</sup> Exposure (000)
FX:FX MOVIE PRIME	1,063	320,365
BET:BET MOVIE OF THE WEEK	1,177	187,045
CMDY:COMEDY CENTRAL MOVIE	966	160,341
FX:FX MOVIE PRIME	1,946	155,934
TRU:TRUTV TOP FUNNIEST	1,255	121,662
ESPN:SPORTSCENTER MORNING	880	113,720
SPIKE:SPIKE TV MOVIE	684	105,697
ESQ:AMERICAN NINJA WARRIOR	2,340	100,337
FX:FX MOVIE LATE	471	92,072
TRU:WORLDS DUMBEST	758	81,905
TRU:IMPRACTICAL JOKERS	488	78,953
VH1:R&R PICTURE SHOWS	722	71,406
FX:FX MOVIE WKND AFTERNOON	257	63,212
NGC:BRAIN GAMES	504	53,599
TRU:SOUTH BEACH TOW	426	51,670
TRU:ADAM RUINS EVERYTHING	578	48,173
ENT:MOVIES WE LOVE	377	48,005
CMDY:COLBERT REPORT	323	47,204
ENT:KEEPING UP KARDASHIANS	426	44,415
ESPN:SPORTSCENTER MORNING L	252	44,104
ESPN:SPORTSCENTER AM L	311	40,659
CMDY:ITS ALWAYS SUNNY IN PHILL	308	37,727
TRU:CARBONARO EFFECT_ THE	343	37,313
SCI:MYTHBUSTERS	396	36,544
CMDY:DAILY SHOW	279	36,158
<b>Top 25 Programs</b>	<b>17,530</b>	<b>2,178,220</b>
<b>Remaining 12,039 Programs</b>	<b>72,463</b>	<b>3,601,198</b>
<b>All Programs</b>	<b>89,993</b>	<b>5,779,419</b>
<b>Top 25 Programs as a Percent of All Programs</b>	<b>19.5%</b>	<b>37.7%</b>

Source: Nielsen 2013-2016

<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 4a:**

- The 25 cable programs with the largest number of non-compliant alcohol advertising impressions accounted for nearly 2 in 5 (37.7%) of all non-compliant advertising impressions on cable TV programs during the 12-quarter period from 2013 Q1 to 2015 Q4 (January 2013 to December 2015).
- Twenty-four of the 25 programs with the largest number of non-compliant impressions during the 12-quarter period generated serially non-compliant advertising exposure. The one program that did *not* generate serially non-compliant exposure, *TRU:Adam Ruins Everything*, generated non-compliant exposure on high-risk network-dayparts and low-rated programs (data not shown).
- Eight of the 25 programs with the largest number of non-compliant impressions were programs that broadcast televised movies (e.g., *FX Movie Late*, *BET Movie of the Week*). These eight programs accounted for nearly 1 in 5 (19.6%) of all non-compliant exposure during the 12-quarter period (January 2013 to December 2015) (data not shown).



**Table 4b: 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> impressions — United States, 2016 Q1**

Ranked by Total Non-Compliant<sup>1</sup> Exposure  
2016 Q1

Cable Network:Program	Non-Compliant <sup>1</sup> Ads	Non-Compliant <sup>1</sup> Exposure (000)
TRU:ALMOST GENIUS	129	7,870
TRU:TRUTV TOP FUNNIEST	88	6,907
VH1:R&R PICTURE SHOWS	40	4,964
TRU:10 THINGS	60	4,389
NBAT:NBA GAMETIME	219	3,630
FX:FX MOVIE PRIME	39	3,187
BET:HOUSE OF PAYNE	18	2,948
BET:MARTIN	22	2,926
VH1:LOVE AND HIP HOP 6	31	2,807
CMDY:COMEDY CENTRAL MOVIE	17	2,101
TRU:THOSE WHO CANT	43	2,066
TRU:WORLDS DUMBEST	21	1,679
TRU:FAMELESS	21	1,548
ENT:KEEPING UP KARDASHIANS	17	1,445
TRU:TRUINSIDE	27	1,407
CMDY:TOSH.O	10	1,394
TRU:ADAM RUINS EVERYTHING	29	1,309
NBAT:NBA TV MARQUEE MATCHUP	89	1,242
NBAT:NBA REGULAR SEASON RE-AIR	63	1,212
VH1:K MICHELLE: MY LIFE 2	12	1,079
SCI:MYTHBUSTERS	11	1,018
NBAT:NBA GAMETIME LIVE	41	967
TRU:BILLY ON THE STREET	17	937
TRU:LATE NIGHT SNACK	18	881
VH1:HIT THE FLOOR	10	825
<b>Top 25 Programs</b>	<b>1,092</b>	<b>60,737</b>
<b>Remaining 2,311 Programs</b>	<b>1,672</b>	<b>38,678</b>
<b>All Programs</b>	<b>2,764</b>	<b>99,416</b>
<b>Top 25 Programs as a Percent of All Programs</b>	<b>39.5%</b>	<b>61.1%</b>

Source: Nielsen 2013-2016

<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 4b:**

- The 25 cable programs with the largest number of non-compliant alcohol advertising impressions accounted for about 3 in 5 (61.1%) of all non-compliant impressions during 2016 Q1 (January to March 2016).
- The cable programs that were responsible for high levels of non-compliant exposure in the most recent quarter (2016 Q1), but *not* in the preceding 12 quarters included: *BET:House of Payne*, *BET:Martin*, *CMDY:Tosh.O*, *NBAT:NBA Gametime*, *NBAT:NBA Gametime Live*, *NBAT:NBA Regular Season Re-Air*, *NBAT:NBA TV Marquee Matchup*, *TRU:10 Things*, *TRU:Almost Genius*, *TRU:Billy on the Street*, *TRU:Fameless*, *TRU:Late Night Snack*, *TRU:Those Who Can't*, *TRU:TRUInside*, *VH1:Hit the Floor*, *VH1:K Michelle:My Life 2*, and *VH1:Love and Hip Hop 6*.
- Nineteen (76%) of the 25 programs with the largest number of non-compliant impressions in 2016 Q1 generated serially non-compliant advertising exposure. The six programs in 2016 Q1 that did not generate serially non-compliant exposure all generated non-compliant exposure during high-risk network-dayparts (data not shown).

**Table 5a: 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> impressions – United States, 2013 Q1 to 2015 Q4**

Ranked by Total Non-Compliant<sup>1</sup> Exposure  
2013 Q1 to 2015 Q4

Cable Network:Daypart	Non-Compliant <sup>1</sup> Ads	Non-Compliant <sup>1</sup> Exposure (000)
TRU:Overnight	4,024	306,172
TRU:Prime	1,390	200,844
ESPN:Overnight	1,152	177,064
FX:Overnight	1,101	173,362
FX:Prime	503	169,208
VH1:Prime	812	156,134
CMDY:Overnight	1,103	151,922
CMDY:Prime	635	118,441
BET:Prime	659	115,964
ESPN:MF_Morn_05_10	864	113,089
SPIKE:Overnight	746	84,977
FX:Prime	846	84,691
BET:Overnight	527	78,970
FX:Overnight	1,463	78,955
VH1:Overnight	550	66,164
FX:PrimeAccess	224	58,615
NBAT:Overnight	2,789	54,337
FX:MF_EN_18_19	249	53,891
CMDY:PrimeAccess	299	52,088
TBSC:Overnight	401	50,457
ESQ:Prime	1,211	47,831
FX:WE_Day_10_16	195	45,359
ESPN2:Overnight	1,047	44,948
TRU:MF_EF_16_18	463	43,433
SPIKE:Prime	246	42,365
<b>Top 25 Network-Dayparts</b>	<b>23,499</b>	<b>2,569,282</b>
<b>Remaining 962 Network-Dayparts</b>	<b>66,494</b>	<b>3,210,137</b>
<b>All Network-Dayparts</b>	<b>89,993</b>	<b>5,779,419</b>
<b>Top 25 Network-Dayparts as a Percent of All Network-Dayparts</b>	<b>26.1%</b>	<b>44.5%</b>

Source: Nielsen 2013-2016

<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>A network-daypart is a particular time of day on a given television network (i.e., 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 5a:

- The 25 network-dayparts on cable television that generated the largest number of non-compliant alcohol advertising impressions accounted for just under half (44.5%) of the non-compliant exposure on cable network-dayparts during the 12-quarter period from 2013 Q1 to 2015 Q4.
- *Overnight*, *Prime*, and *Prime Access* dayparts accounted for 21 out of 25 network-dayparts that generated the most non-compliant exposure during the 12-quarter period.
- Non-compliant exposure from three high-risk network-dayparts on the network TRU TV– dayparts including *TRU Overnight*, *Prime*, and *MF\_EF\_16\_18* – accounted for about 1 in 10 (9.5%) of all non-compliant exposure during the 12-quarter period (data not shown).

**Table 5b: 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> impressions – United States, 2016 Q1**

Ranked by Total Non-Compliant<sup>1</sup> Exposure  
2016 Q1

Cable Network:Daypart	Non-Compliant <sup>1</sup> Ads	Non-Compliant <sup>1</sup> Exposure (000)
TRU:Overnight	267	15,136
TRU:Prime	110	9,371
NBAT:Overnight	370	6,551
VH1:Prime	36	4,599
VH1:WE_Day_10_16	35	3,179
BET:PrimeAccess	19	2,443
CMDY:Overnight	24	2,052
BET:MF_EN_18_19	16	2,014
VH1:Overnight	18	1,881
BET:Prime	12	1,812
TRU:MF_LN_23_2330	20	1,810
FXX:Prime	24	1,612
CMDY:Prime	8	1,264
CMDY:PrimeAccess	9	1,148
TRU:MF_EF_16_18	21	1,108
ESQ:Overnight	74	1,080
NBCSN:Overnight	46	1,059
TRU:WE_Day_10_16	28	1,045
ENT:MF_EF_16_18	10	915
FXX:PrimeAccess	8	906
SCI:Prime	9	879
VH1:PrimeAccess	9	832
AEN:Overnight	7	824
TBSC:MF_Day_10_16	5	766
LIF:Prime	3	740
<b>Top 25 Network-Dayparts</b>	<b>1,188</b>	<b>65,029</b>
<b>Remaining 734 Network-Dayparts</b>	<b>1,576</b>	<b>34,387</b>
<b>All Network-Dayparts</b>	<b>2,764</b>	<b>99,416</b>
<b>Top 25 Network-Dayparts as a Percent of All Network-Dayparts</b>	<b>43.0%</b>	<b>65.4%</b>

Source: Nielsen 2013-2016

<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>A network-daypart is a particular time of day on a given television network (i.e., 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 5b:**

- The 25 network-dayparts on cable television that generated the largest number of non-compliant alcohol advertising impressions accounted for nearly 2 in 3 (65.4%) of all non-compliant impressions during 2016 Q1.
- Network-dayparts that generated high levels of non-compliant exposure in the most recent quarter that did *not* appear on the 12-quarter list included: *AEN:Overnight*, *BET:MF\_EN\_18\_19*, *BET:PrimeAccess*, *ENT:MF\_EF\_16\_18*, *ESQ:Overnight*, *FXX:PrimeAccess*, *LIF:Prime*, *NBCSN:Overnight*, *SCI:Prime*, *TBSC:MF\_Day\_10\_16*, *TRU:MF\_LN\_23\_2330*, *TRU:WE\_Day\_10\_16*, *VH1:PrimeAccess*, and *VH1:WE\_Day\_10\_16*.

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## SUMMARY AND RECOMMENDATIONS

In the 2-year period ending in 2016 Q1, about 1 in 10 alcohol advertising impressions viewed on cable TV by youth under the legal drinking age were non-compliant with the alcohol industry's self-regulatory placement standard. This resulted in 3.4 billion non-compliant impressions between April 2014 and March 2016. However, the number of non-compliant impressions in the first quarter of 2016 compared to the first quarter of 2015 *decreased* by 60.3%, from 250 million impressions in 2015 Q1 to 99.4 million impressions in 2016 Q1, and the percent of total underage exposure to alcohol advertising that was non-compliant *decreased* from 11.3% in 2015 Q1 to 4.2% in 2016 Q1. Given the substantial decline in the percent of underage exposure that was non-compliant in 2016 Q1, additional research is needed to better understand the factors that may have contributed to this decrease.

In contrast to the reduction in non-compliant exposure during the most recent quarter, the total number of alcohol advertisements seen by youth *increased* by 5.6% in the first quarter of 2016 relative to the first quarter of 2015. Furthermore, total youth exposure to alcohol advertising *increased* by 3.8% in the 2-year period from April 2014 to March 2016. Thus, the decline in the number of non-compliant impressions occurred despite an overall increase in advertising to underage viewers.

We also found that 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. As a result, individual brands could substantially reduce non-compliant youth exposure to alcohol advertising by adopting the complete set of no-buy list criteria described in this report.

Many of the individual programs that are generating non-compliant exposure are televised movies including *FX Prime Movie*, *BET Movie of the Week*, *FX Movie Late*, *FXX Movie Prime*, *Spike TV Movie*, *FX Movie Weekend Afternoon*, and *ENT Movies We Love*. 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 non-compliant alcohol advertising exposure.

The no-buy list criteria used in this analysis could help alcohol companies modify their advertising practices to improve compliance with industry guidelines, reduce youth exposure to non-compliant alcohol advertising, and thus, reduce the risk of underage drinking. For example, Tables 3 and 4 may help alcohol advertisers avoid purchasing ads on cable TV programs and during cable TV network-dayparts that are likely to generate a large number of non-compliant advertising impressions, based on the advertising trends in the previous three years. Alcohol industry codes already require a post-audit of advertising placements to identify programs and network-dayparts that resulted in non-compliant exposure based on the voluntary guidelines created by the alcohol industry.<sup>12,14,15</sup> Furthermore, non-compliant exposure is highly concentrated on a relatively small number of programs and networks. As such, alcohol advertisers can substantially reduce non-compliant alcohol advertising and still have many alternative placement options.

Brands can also use the tables published in this report to specifically locate the sources of their non-compliant exposure, and tailor future placements accordingly. For instance, 71.8% of all non-compliant exposure from Redds Brewing Company Beverages resulted from placements on serially non-compliant programs. Meanwhile, non-compliant exposure from Strongbow Hard Cider advertising was distributed between serially non-compliant exposure (58.2%) and non-compliant exposure generated on high-risk network-dayparts (35.2%). Based on these results, Redds Brewing Company Beverages could focus on removing advertising from serially non-compliant programs while Strongbow Hard Cider may focus on removing advertising on high-risk network-dayparts.

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Thus, these lists are a good starting point for no-buy prototypes designed 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 National Geographic Channel (NGC) network during prime time but not on the program *Brain Games*, or for instance, due to the continually high levels of non-compliant exposure from placements on TruTV, advertisers could request no alcohol content be placed on that network.

Finally, as has been reported in prior analyses,<sup>16</sup> the programs on which non-compliant advertising appears are relatively consistent from year-to-year. For example, 23 of the top 25 programs with the most non-compliant alcohol advertising exposure during the 12-quarter period, 2013 Q1 to 2015 Q4, were also among the top 25 programs during the 12-quarter period from 2012 Q4 to 2015 Q3.<sup>20</sup> However, due to the seasonality of alcohol advertising, the single-quarter no-buy list prototypes are still necessary to capture new programs and seasonal advertising trends that are not included in the 12-quarter list. Thus, removing advertising from the top 25 programs in both the 12-quarter lists and the single-quarter lists is the most effective option for advertisers to increase compliance with their self-regulatory guidelines.

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## APPENDIX: Detailed Methods

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### 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 2013-2016 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 guideline (i.e., where greater than 28.4% of all viewers ages 2 years and older were ages 2 to 20 years). Advertising impressions are based on the number of viewers seeing an advertisement. *Underage impressions* are the total number of impressions for persons ages 2 to 20 years old. *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 to 6:59PM
MF_LN_23_2330	Weekday Late News - Monday-Friday 11PM to 11:29PM
MF_Morn_05_10	Weekday Morning - Monday-Friday 5AM to 9:59AM
Overnight	Overnight - Monday-Sunday 11:30PM to 4:59AM
Prime	Prime - Monday-Sunday 8PM to 10:59PM
PrimeAccess	PrimeAccess - Monday-Sunday 7PM to 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 to 6:59PM
WE_LN_23_2330	Weekend Late News - Saturday-Sunday 11PM to 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 than 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>19</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 provided 8 quarters of data. For the 8-quarter period, we reported the amount of total underage exposure to alcohol advertising, the amount of non-compliant exposure, and the percent of underage exposure that was non-compliant. Year-over-year values were calculated for comparison with the prior year.

### *Table 2 - Non-Compliant Ad Classification*

We classified 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 were calculated for the total Year/Year change. To assess the quarter-specific change since the publication of the first quarterly report, 2016 Q1 / 2015 Q1 changes were calculated.

### *Table 3 - Non-Compliant Ad Placements by Brand*

Since alcohol advertising is typically purchased for individual brands, we reported the top 25 brands ranked by total non-compliant exposure for the past 12 quarters (Table 3a) as well as the most recent quarter (Table 3b). For each brand, we classified the non-compliant exposure into one of the following mutually exclusive and sequentially evaluated categories: (a) “Serially Non-Compliant;” (b) “High-Risk Network-Daypart;” (c) “Low-Rated;” (d) “Other.”



**Table 4 - “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>17,18,21</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>20</sup>

We reported the top 25 programs on cable networks that generated the most non-compliant exposure during the past 12 quarters (Table 4a) and in the most recent quarter (Table 4b). 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 5 - “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 (Table 5a) as well as the most recent quarter (Table 5b).

**List of Network Abbreviations**

NETWORK ABBREVIATION	NETWORK TITLE	NETWORK ABBREVIATION	NETWORK TITLE
AEN	A&E NETWORK	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	NKTN	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
FOXNC	FOX NEWS CHANNEL	TBS	TBS
FRFM	FREEFORM	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
H2	H2	VH1	VH1
HALL	HALLMARK CHANNEL	VH1C	VH1 CLASSIC
HMM	HALLMARK MOVIES & MYSTERIES	WETV	WETV
HIST	HISTORY	WGNA	WGN AMERICA