

Alcohol Advertising Compliance on Cable Television, July – September (Q3) 2016



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BACKGROUND

Excessive alcohol consumption contributes to an average of 4,350 deaths among people under age 21 each year,¹ and is associated with many other health risk behaviors, including smoking, physical fighting, and high-risk sexual activity.²⁻⁸ 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.⁹⁻¹¹

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

The Federal Trade Commission (FTC) has recommended that alcohol advertisers adopt “no-buy” lists to avoid placing alcohol advertising on programs that could violate the industry’s voluntary placement guidelines.¹⁷⁻¹⁹ To test the potential impact of this industry practice, Ross et al. developed three no-buy list criteria consistent with FTC recommendations, including avoiding advertising on programs that were known to have previ-

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ously 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).¹⁶ The researchers 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 no-buy list criteria, advertisers could eliminate most of the non-compliant alcohol advertising exposure on cable television.¹⁶

The purpose of this report is to: 1) assess non-compliant alcohol advertising exposure on cable TV that aired during the eight-quarter period from the fourth quarter (Q4) of 2014 through the third quarter (Q3) of 2016 based on the three no-buy list criteria developed by Ross et al.¹⁶; 2) identify 25 alcohol brands that were responsible for the largest amount of non-compliant alcohol advertising exposure, and assess the brand-specific distribution of non-compliant exposure using no-buy list criteria; and 3) identify 25 no-buy programs and network-dayparts that were responsible for the largest amount of non-compliant alcohol advertising exposure.

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 (2017 © 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 alcohol advertisement that was seen by a television audience that did not comply with the alcohol industry's voluntary 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*; in this study an impression was defined as a single person seeing a single advertisement, including multiple viewings of an ad by a single individual. *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 alcohol advertising exposure was classified into one of four sequentially-evaluated and mutually-exclusive categories: *serially non-compliant*, *high-risk network-daypart*, *low-rated*, 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 excluding advertisements that aired on serially non-compliant programs, the number of alcohol advertisements and non-compliant impressions that were placed on networks at times of day that yielded a high number of non-compliant advertisements in the prior year were assessed as *high-risk network dayparts*. Advertisers often cannot specify that advertisements be placed on specific cable television programs and must instead purchase ads to run in certain network-dayparts. Therefore, it is important to assess the impact of eliminating alcohol advertising on specific network-dayparts when there is a high risk of non-compliance. After excluding ads that aired on serially non-compliant programs or during high-risk network-dayparts, the number of alcohol advertisements and non-compliant impressions that aired on low-rated programs was assessed. Low-rated programs have small audiences with less than approximately 1 million viewers of legal drinking age (i.e., viewers aged 21 years and older). Consequently, the ratings for these programs are unstable or unreliable. *Low-rated* non-compliant advertisements were therefore advertisements placed on low-rated cable TV programs. Any non-compliant advertisement that was not classified into one of the three previous categories was classified as *other*.

According to voluntary alcohol advertising guidelines alcohol companies should conduct post-audits to identify sources of non-compliant exposure and correct future placements accordingly.¹²⁻¹⁵ Thus, the sequential evaluation of the three no-buy criteria aligns with the process of conducting post-audits outlined in the alcohol industry's guidelines.

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 Q4 through 2016 Q3. The distribution of non-compliant alcohol advertising exposure by no-buy list criteria (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).

Next, we summed non-compliant alcohol advertising impressions for each brand, and 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 Q3 to 2016 Q2, and separately for 2016 Q3, 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 created no-buy lists by summing non-compliant impressions on each program and each network-daypart respectively, across all brands. We then selected the top 25 cable TV programs and network-dayparts that were responsible for the largest number of non-compliant alcohol advertising impressions between 2013 Q3 and 2016 Q2. Similarly, we identified the 25 programs and network-dayparts from among those that ran alcohol advertising during 2016 Q3 that were responsible for the largest number of non-compliant alcohol advertising impressions. This was an efficient approach for creating no-buy lists that yielded effectively the same list of programs would be produced by checking all serially non-compliant programs by brand.

We used two different time periods – 12 quarters (2013 Q3 to 2016 Q2) and the most recent single quarter for which data were available (2016 Q3) – to assess both long-term and emerging trends in underage alcohol advertising exposure. The assessment of alcohol advertising exposure over 12 quarters generated more stable lists of the brands, programs, and network-dayparts that were responsible for the largest number of non-compliant impressions, accounting 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 separately analyzed non-compliant alcohol advertising for the most recent quarter in addition to the 12-quarter period.

RESULTS

Table 1a: Number and percentage of non-compliant¹ alcohol advertising impressions on cable television programs, by quarter – United States, 2014 Q4 to 2016 Q3

Time Period	Age 2 to 20 Exposure in Impressions		
	Total (000)	Non-Compliant ¹ (000)	Percent Non-Compliant ¹
Year 1			
2014Q4	4,516,480	514,873	11.4%
2015Q1	2,220,768	250,443	11.3%
2015Q2	4,989,908	549,755	11.0%
2015Q3	4,438,349	492,278	11.1%
Total Year 1	16,165,505	1,807,349	11.2%
Year 2			
2015Q4	4,546,169	486,033	10.7%
2016Q1	2,517,483	102,140	4.1%
2016Q2	5,215,297	236,247	4.5%
2016Q3	4,460,970	216,027	4.8%
Total Year 2	16,739,919	1,040,447	6.2%
Total Years 1-2	32,905,424	2,847,796	8.7%

Table 1b: Percent annual change in total and non-compliant¹ alcohol advertising impressions on cable television programs by quarter – United States, 2014 Q4 to 2016 Q3

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Non-Compliant ¹ Exposure
Q4	0.7%	-5.6%
Q1	13.4%	-59.2%
Q2	4.5%	-57.0%
Q3	0.5%	-56.1%
Total	3.6%	-42.4%

Source: Nielsen 2014-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 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 32.9 billion alcohol advertising impressions on cable TV during the 2-year period from 2014 Q4 through 2016 Q3. About 2.8 billion (8.7%) of these impressions were due to alcohol advertising exposure that did *not* comply with the alcohol industry voluntary guidelines (i.e., non-compliant ads).
- Total youth advertising exposure *increased* by 3.6%, from 16.2 billion impressions in Year 1 to 16.7 billion impressions in Year 2, and non-compliant exposure *decreased* by 42.4%, from 1.8 billion impressions in Year 1 to 1.0 billion impressions in Year 2.
- The percent of total alcohol advertising exposure that did *not* comply with industry guidelines ranged from 11.4% in 2014 Q4 to 4.1% in 2016 Q1.
- Comparing matching quarters in Year 2 to Year 1, non-compliant alcohol advertising exposure on cable TV *decreased* by 5.6% in Q4 of 2015 relative to Q4 of 2014; *decreased* by 59.2% in Q1 of 2016 relative to Q1 of 2015; *decreased* by 57.0% in Q2 of 2016 relative to Q2 of 2015; and *decreased* by 56.1% in Q3 of 2016 relative to Q3 of 2015.

Table 2: Number and percentage of non-compliant¹ alcohol advertising impressions on cable television programs, by quarter – United States, 2014 Q4 to 2016 Q3

Non-Compliant¹ Age 2 to 20 Exposure in Impressions (Percent of All)

Time Period	All (000)	Serially Non-Compliant ² (000)	High-Risk Network-Dayparts ³ (000)	Low-Rated ⁴ (000)
Year 1				
2014Q4	514,873	353,671 (68.7%)	131,056 (25.5%)	30,147 (5.9%)
2015Q1	250,443	201,244 (80.4%)	36,289 (14.5%)	12,910 (5.2%)
2015Q2	549,755	441,419 (80.3%)	75,575 (13.7%)	32,761 (6.0%)
2015Q3	492,278	361,155 (73.4%)	91,675 (18.6%)	39,448 (8.0%)
Total Year 1	1,807,349	1,357,488 (75.1%)	334,595 (18.5%)	115,266 (6.4%)
Year 2				
2015Q4	486,033	286,097 (58.9%)	160,357 (33.0%)	39,579 (8.1%)
2016Q1	102,140	79,539 (77.9%)	19,282 (18.9%)	3,319 (3.2%)
2016Q2	236,247	170,376 (72.1%)	54,746 (23.2%)	11,124 (4.7%)
2016Q3	216,027	163,181 (75.5%)	37,893 (17.5%)	14,953 (6.9%)
Total Year 2	1,040,447	699,193 (67.2%)	272,278 (26.2%)	68,975 (6.6%)
Total Years 1-2	2,847,796	2,056,681 (72.2%)	606,874 (21.3%)	184,241 (6.5%)

Source: Nielsen 2014-2016

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

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

³Exposure resulting from placement of advertisements on any one of 207 network and time-of-day combinations that accounted for 90% of non-compliant exposure in the prior calendar year.

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

⁵Exposure resulting from all other non-compliant advertising placements.

NOTE: Each category of non-compliant exposure (e.g., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (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:

- During the two-year period from 2014 Q4 through 2016 Q3, all of the non-compliant alcohol advertising exposures were placed on programs that met one of the three no-buy list criteria (i.e., serially non-compliant, high-risk network-daypart, or low-rated).
- Alcohol advertisements on serially non-compliant programs accounted for 72.2% of all non-compliant exposure over the two-year period; advertisements on high-risk network-dayparts were responsible for 21.3% of non-compliant exposure; and non-compliant alcohol advertisements on low-rated programs were responsible for 6.5% of all non-compliant exposure.
- Taken together, advertising on serially non-compliant programs and advertising on high-risk network-dayparts accounted for more than 9 out of every 10 non-compliant impressions in both Year 1 and Year 2.

Table 3a: Total non-compliant¹ alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant¹ impressions – United States, 2013 Q3 to 2016 Q2

Brand	Age 2 to 20 Total Exposure in Impressions (000)	Total Non-Compliant ¹ Exposure in Impressions (000) (Percent of Total Exposure)	Type of Non-Compliant ¹ Exposure in Impressions (Percent of Total Non-Compliant Exposure)			
			Serially Non-Compliant ² (000)	High-Risk Network-Daypart ³ (000)	Low-Rated ⁴ (000)	Other ⁵ (000)
Redds Brewing Company Beverages	2,020,223	227,129 (11.2%)	158,998 (70.0%)	54,992 (24.2%)	9,703 (4.3%)	3,436 (1.5%)
Corona Extra Beer	2,177,418	225,693 (10.4%)	169,475 (75.1%)	40,079 (17.8%)	13,976 (6.2%)	2,162 (1.0%)
Bud Light	2,033,901	219,631 (10.8%)	149,904 (68.3%)	50,779 (23.1%)	18,947 (8.6%)	0 (0.0%)
Heineken Beer	1,583,785	195,300 (12.3%)	148,050 (75.8%)	31,085 (15.9%)	14,876 (7.6%)	1,289 (0.7%)
Miller Lite	2,004,842	185,729 (9.3%)	144,646 (77.9%)	27,746 (14.9%)	13,337 (7.2%)	0 (0.0%)
Dos Equis Beer	1,720,713	183,652 (10.7%)	141,771 (77.2%)	27,388 (14.9%)	13,107 (7.1%)	1,387 (0.8%)
Samuel Adams Boston Lager	1,289,923	171,949 (13.3%)	128,509 (74.7%)	30,572 (17.8%)	12,869 (7.5%)	0 (0.0%)
Bacardi Rums	1,055,825	158,097 (15.0%)	105,033 (66.4%)	45,003 (28.5%)	8,060 (5.1%)	0 (0.0%)
Bud Light Lime-a-Rita	1,107,532	144,784 (13.1%)	108,160 (74.7%)	29,534 (20.4%)	7,089 (4.9%)	0 (0.0%)
Strongbow Hard Cider	1,151,481	126,653 (11.0%)	75,836 (59.9%)	43,215 (34.1%)	7,602 (6.0%)	0 (0.0%)
Samuel Adams Beers	1,004,457	125,496 (12.5%)	101,557 (80.9%)	16,832 (13.4%)	7,108 (5.7%)	0 (0.0%)
Budweiser Beer	860,384	115,591 (13.4%)	79,067 (68.4%)	22,231 (19.2%)	14,294 (12.4%)	0 (0.0%)
Disaronno Originale Amaretto	490,260	102,334 (20.9%)	74,034 (72.3%)	22,703 (22.2%)	5,597 (5.5%)	0 (0.0%)
Coors Light	1,339,933	101,030 (7.5%)	78,447 (77.6%)	15,239 (15.1%)	7,343 (7.3%)	0 (0.0%)
Heineken Premium Lite Lager	946,147	99,673 (10.5%)	75,852 (76.1%)	16,684 (16.7%)	7,138 (7.2%)	0 (0.0%)
Twisted Tea Malt Beverage	893,435	97,850 (11.0%)	68,807 (70.3%)	21,523 (22.0%)	6,318 (6.5%)	1,202 (1.2%)
Jose Cuervo Especial Tequila	696,118	95,606 (13.7%)	69,681 (72.9%)	21,009 (22.0%)	4,916 (5.1%)	0 (0.0%)
Hennessy Cognacs	595,074	94,312 (15.8%)	66,530 (70.5%)	16,129 (17.1%)	4,904 (5.2%)	6,749 (7.2%)
Angry Orchard Hard Ciders	976,921	83,529 (8.6%)	61,280 (73.4%)	12,442 (14.9%)	9,154 (11.0%)	653 (0.8%)
Smith and Forge Hard Cider	776,258	80,449 (10.4%)	60,048 (74.6%)	17,653 (21.9%)	2,747 (3.4%)	0 (0.0%)
Bud Light Lime	652,999	76,823 (11.8%)	50,809 (66.1%)	18,030 (23.5%)	7,984 (10.4%)	0 (0.0%)
Grey Goose Vodka	580,792	73,965 (12.7%)	54,008 (73.0%)	17,015 (23.0%)	2,941 (4.0%)	0 (0.0%)
Michelob Ultra Light Beer	836,133	70,910 (8.5%)	50,397 (71.1%)	13,841 (19.5%)	6,059 (8.5%)	614 (0.9%)
Dewar's White Label Scotch Whiskey	500,193	64,617 (12.9%)	53,420 (82.7%)	8,782 (13.6%)	2,415 (3.7%)	0 (0.0%)
1800 Silver Tequila	530,796	61,143 (11.5%)	51,399 (84.1%)	7,692 (12.6%)	2,052 (3.4%)	0 (0.0%)
Top 25 Brands	27,825,540	3,181,945 (10.7%)	2,325,717 (73.1%)	628,200 (19.7%)	210,536 (6.6%)	17,491 (0.5%)
Remaining 164 Brands	20,229,080	1,968,127 (9.7%)	1,388,827 (70.6%)	406,399 (20.6%)	149,489 (7.6%)	23,412 (1.2%)
All Brands	48,054,620	5,150,072 (10.7%)	3,714,545 (72.1%)	1,034,599 (20.1%)	360,025 (7.0%)	40,903 (0.8%)
Top 25 Brands as a Percent of All Brands	57.9%	61.8%	62.6%	60.7%	58.5%	42.8%

Source: Nielsen 2013-2016

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

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

³Exposure resulting from placement of advertisements on any one of 207 network-time of day combinations that accounted for 90% of non-compliant exposure in the prior calendar year.

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

⁵Exposure resulting from all other non-compliant advertising placements.

NOTE: 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.

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 more than half (61.8%) of all non-compliant exposure from 2013 Q3 to 2016 Q2.
- Brands varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 7.5% to 20.9% during the 12-quarter period.
- Serially non-compliant alcohol advertising exposure was responsible for about 3 in 5 (62.6%) of total non-compliant alcohol advertising impressions attributable to these 25 alcohol brands. Serially non-compliant exposure as a percent of all non-compliant exposure generated by each brand ranged from 59.9% to 84.1%.

Table 3b: Total non-compliant¹ alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant¹ impressions – United States, 2016 Q3

Brand	Age 2 to 20 Total Exposure in Impressions (000)	Total Non-Compliant ¹ Exposure in Impressions (000) (Percent of Total Exposure)	Type of Non-Compliant ¹ Exposure in Impressions (Percent of Total Non-Compliant Exposure)			
			Serially Non-Compliant ² (000)	High-Risk Network-Daypart ³ (000)	Low-Rated ⁴ (000)	Other ⁵ (000)
Bud Light	221,618	13,784 (6.2%)	10,045 (72.9%)	3,740 (27.1%)	0 (0.0%)	0 (0.0%)
Redds Brewing Company Beverages	216,874	13,688 (6.3%)	12,040 (88.0%)	979 (7.2%)	669 (4.9%)	0 (0.0%)
Miller Lite	269,665	12,610 (4.7%)	10,358 (82.1%)	1,856 (14.7%)	395 (3.1%)	0 (0.0%)
Corona Extra Beer	289,530	12,064 (4.2%)	11,304 (93.7%)	591 (4.9%)	170 (1.4%)	0 (0.0%)
Bud Light Lime-a-Rita	202,658	11,697 (5.8%)	9,589 (82.0%)	1,915 (16.4%)	193 (1.6%)	0 (0.0%)
Bud Light Lime	108,350	9,647 (8.9%)	7,094 (73.5%)	2,028 (21.0%)	525 (5.4%)	0 (0.0%)
Michelob Ultra Light Beer	177,218	9,600 (5.4%)	6,775 (70.6%)	2,578 (26.8%)	247 (2.6%)	0 (0.0%)
Samuel Adams Beers	105,640	9,289 (8.8%)	7,374 (79.4%)	1,278 (13.8%)	637 (6.9%)	0 (0.0%)
Bacardi Rums	106,511	8,080 (7.6%)	6,048 (74.8%)	1,918 (23.7%)	115 (1.4%)	0 (0.0%)
Stella Artois Beer	140,969	7,620 (5.4%)	5,497 (72.1%)	1,787 (23.5%)	336 (4.4%)	0 (0.0%)
Heineken Premium Lite Lager	130,851	7,431 (5.7%)	5,559 (74.8%)	811 (10.9%)	1,061 (14.3%)	0 (0.0%)
Angry Orchard Hard Ciders	79,747	5,622 (7.0%)	4,618 (82.2%)	5 (0.1%)	998 (17.8%)	0 (0.0%)
Samuel Adams Summer Ale	54,107	5,489 (10.1%)	3,711 (67.6%)	1,196 (21.8%)	581 (10.6%)	0 (0.0%)
Smith and Forge Hard Cider	77,419	5,376 (6.9%)	3,544 (65.9%)	1,832 (34.1%)	0 (0.0%)	0 (0.0%)
Budweiser Beer	119,407	5,338 (4.5%)	3,592 (67.3%)	1,595 (29.9%)	151 (2.8%)	0 (0.0%)
Henrys Hard Soda	120,557	5,313 (4.4%)	3,136 (59.0%)	1,873 (35.3%)	304 (5.7%)	0 (0.0%)
Coors Light	146,726	4,890 (3.3%)	3,490 (71.4%)	1,226 (25.1%)	173 (3.5%)	0 (0.0%)
Heineken Beer	70,282	4,845 (6.9%)	3,205 (66.2%)	921 (19.0%)	719 (14.8%)	0 (0.0%)
Strongbow Hard Cider	136,243	4,835 (3.5%)	2,782 (57.5%)	2,053 (42.5%)	0 (0.0%)	0 (0.0%)
Dos Equis Beer	127,458	4,710 (3.7%)	3,640 (77.3%)	336 (7.1%)	734 (15.6%)	0 (0.0%)
Modelo Especial Beer	166,287	4,404 (2.6%)	3,942 (89.5%)	272 (6.2%)	189 (4.3%)	0 (0.0%)
Jack Daniels Tennessee Honey	34,789	4,321 (12.4%)	3,202 (74.1%)	983 (22.7%)	136 (3.2%)	0 (0.0%)
Woodbridge Wines	64,706	4,174 (6.5%)	1,540 (36.9%)	46 (1.1%)	2,588 (62.0%)	0 (0.0%)
Miller High Life	93,675	4,052 (4.3%)	3,944 (97.3%)	91 (2.3%)	16 (0.4%)	0 (0.0%)
Blue Moon Brewing Company Beers	57,153	3,298 (5.8%)	2,091 (63.4%)	1,170 (35.5%)	37 (1.1%)	0 (0.0%)
Top 25 Brands	3,318,441	182,175 (4.8%)	138,119 (75.8%)	33,081 (18.2%)	10,976 (6.0%)	0 (0.0%)
Remaining 51 Brands	1,142,529	33,852 (3.0%)	25,063 (74.0%)	4,812 (14.2%)	3,978 (11.7%)	0 (0.0%)
All Brands	4,460,970	216,027 (4.8%)	163,181 (75.5%)	37,893 (17.5%)	14,953 (6.9%)	0 (0.0%)
Top 25 Brands as a Percent of All Brands	74.4%	84.3%	84.6%	87.3%	73.4%	NA

Source: Nielsen 2016

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

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

3Exposure resulting from placement of advertisements on any one of 207 network-time of day combinations that accounted for 90% of non-compliant exposure in the prior calendar year.

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

5Exposure resulting from all other non-compliant advertising placements.

NOTE: 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.

Key Findings from Tables 3b:

- The 25 alcohol brands with the largest number of non-compliant alcohol advertising impressions were responsible for 84.3% of the non-compliant exposure during 2016 Q3.
- Brands varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 2.6% to 12.4%.
- Serially non-compliant exposure was responsible for more than 4 in 5 (84.6%) of the total non-compliant advertising impressions attributable to these 25 brands in 2016 Q3, ranging from 36.9% to 97.3%.
- Eight brands on the 2016 Q3 no-buy list (Table 3b) did not appear on the 12-quarter no-buy list (Table 3a).

Table 4a: Total non-compliant¹ alcohol advertising exposure on the 25 cable television programs with the largest number of non-compliant¹ impressions – United States, 2013 Q3 to 2016 Q2

Ranked by Total Non-Compliant¹ Exposure
2013 Q3 to 2016 Q2

Cable Network:Program	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure in Impressions (000)
FX:FX MOVIE PRIME	769	230,039
FXX:FXX MOVIE PRIME	2,059	166,350
TRU:TRUTV TOP FUNNIEST	1,692	152,796
CMDY:COMEDY CENTRAL MOVIE	844	135,926
BET:BET MOVIE OF THE WEEK	871	117,715
ESQ:AMERICAN NINJA WARRIOR	2,340	100,337
ESPN:SPORTSCENTER MORNING	732	92,550
VH1:R&R PICTURE SHOWS	869	85,826
SPIKE:SPIKE TV MOVIE	554	82,815
FX:FX MOVIE LATE	432	80,977
TRU:IMPRACTICAL JOKERS	456	71,759
TRU:WORLDS DUMBEST	690	68,974
FX:FX MOVIE WKND AFTERNOON	247	59,018
ENT:KEEPING UP KARDASHIANS	529	52,599
TRU:SOUTH BEACH TOW	415	49,718
TRU:ADAM RUINS EVERYTHING	609	49,585
NGC:BRAIN GAMES	468	46,362
TRU:CARBONARO EFFECT_ THE	375	40,120
ESPN:SPORTSCENTER MORNING L	222	39,886
SCI:MYTHBUSTERS	440	39,276
ENT:MOVIES WE LOVE	291	37,462
CMDY:COLBERT REPORT	240	36,657
ESPN:SPORTSCENTER AM L	286	36,651
FXX:SIMPSONS	271	35,031
SYFY:SYFY MOVIE	221	34,106
Top 25 Programs	16,922	1,942,535
Remaining 12,340 programs	67,765	3,207,536
All Programs	84,687	5,150,072
Top 25 Programs as a Percent of All Programs	20.0%	37.7%

Source: Nielsen 2013-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 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 impressions on cable TV programs from 2013 Q3 to 2016 Q2.
- The TRU network aired 6 of the 25 programs (24%) that resulted in the most non-compliant exposure.
- Nine of the 25 programs (36%) with the largest number of non-compliant impressions were programs that broadcast televised movies (*FX Movie Prime*, *FXX Movie Prime*, *CMDY Comedy Central Movie*, *BET Movie of the Week*, *SPIKE TV Movie*, *FX Movie Late*, *FX Movie Wknd Afternoon*, *ENT Movies We Love*, and *SYFY Movie*). Of the total 12,365 programs that aired alcohol advertising during the 12-quarter period, these nine programs accounted for 18.3%, more than one in six, of all non-compliant impressions.

Table 4b: Total non-compliant¹ alcohol advertising exposure on the 25 cable television programs with the largest number of non-compliant¹ impressions – United States, 2016 Q3

Ranked by Total Non-Compliant¹ Exposure
2016 Q3

Cable Network:Program	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure in Impressions (000)
TRU:CARBONARO EFFECT_ THE	173	12,159
VH1:R&R PICTURE SHOWS	92	8,777
TRU:TRUTV TOP FUNNIEST	127	8,600
CMDY:TOSH.O	103	8,501
FXX:FXX MOVIE PRIME	81	7,128
FXX:SIMPSONS	43	5,518
ENT:KEEPING UP KARDASHIANS	63	5,384
TRU:YOU CAN DO BETTER	101	5,344
VH1:LOVE & HIP HOP ATLANTA 5	64	4,957
TRU:GREATEST EVER	62	4,616
TBSC:FAMILY GUY	17	3,945
NBAT:HARDWOOD CLASSICS	374	3,834
BET:BET MOVIE OF THE WEEK	43	3,478
VH1:BASKETBALL WIVES LA 5	46	3,339
MLBN:QUICK PITCH	180	3,221
TRAV:GHOST ADVENTURES	33	3,035
LIF:RAP GAME	17	2,934
FX:MOVIE DOWNLOAD	13	2,702
APL:TANKED	21	2,637
VH1:DATING NAKED 3	36	2,531
ESPNU:COLLEGE FOOTBALL REPEAT	144	2,511
CMDY:COMEDY CENTRAL MOVIE	35	2,466
FXX:FXX MOVIE LATE	42	2,241
ESQ:CAR MATCHMAKER	165	2,140
CMDY:NIGHTLY SHOW	34	2,000
Top 25 Programs	2,109	113,999
Remaining 3,117 programs	3,890	102,029
All Programs	5,999	216,027
Top 25 Programs as a Percent of All Programs	35.2%	52.8%

Source: Nielsen 2013-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 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 more than half (52.8%) of all non-compliant impressions in 2016 Q3.
- The cable programs that were responsible for high levels of non-compliant exposure in the most recent quarter, but not in the preceding 12 quarters included: *ESPNU:College Football Repeat*, *CMDY:Nightly Show*, *VH1:Dating Naked 3*, *TRU:You Can Do Better*, *MLBN:Quick Pitch*, *TBSC:Family Guy*, *VH1:Basketball Wives LA 5*, *FX:Movie Download*, *APL:Tanked*, *LIF:Rap Game*, *NBAT:Hardwood Classics*, *VH1:Love & Hip Hop Atlanta 5*, *TRAV:Ghost Adventures*, *FXX:FXX Movie Late*, *TRU:Greatest Ever*, *ESQ:Car Matchmaker*, and *CMDY:Tosh.O*.

Table 5a: Total non-compliant¹ alcohol advertising exposure on the 25 cable television network-dayparts² with the largest number of non-compliant¹ impressions — United States, 2013 Q3 to 2016 Q2

Ranked by Total Non-Compliant¹ Exposure
2013 Q3 to 2016 Q2

Cable Network:Daypart	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure in Impressions (000)
TRU:Overnight	4,596	325,522
TRU:Prime	1,552	198,526
ESPN:Overnight	1,011	157,952
FX:Overnight	903	140,788
VH1:Prime	782	135,916
FX:Prime	372	123,325
CMDY:Overnight	939	117,076
CMDY:Prime	564	99,699
ESPN:MF_Morn_05_10	733	92,693
FXX:Prime	889	88,482
FXX:Overnight	1,533	82,481
BET:Prime	503	80,456
SPIKE:Overnight	624	73,460
VH1:Overnight	570	67,791
NBAT:Overnight	3,087	56,790
BET:Overnight	383	52,197
ESQ:Prime	1,254	49,598
CMDY:PrimeAccess	286	48,013
FX:WE_Day_10_16	198	45,745
FXX:PrimeAccess	558	45,092
TRU:MF_EF_16_18	491	44,015
TBSC:Overnight	331	42,355
FX:PrimeAccess	166	41,397
ESQ:Overnight	1,791	37,338
FXX:MF_EN_18_19	507	36,543
Top 25 Network-Dayparts	24,623	2,283,250
Remaining 1,001 Network-Dayparts	60,064	2,866,822
All Network-Dayparts	84,687	5,150,072
Top 25 Network-Dayparts Percent of All Network-Dayparts	29.1%	44.3%

Source: Nielsen 2013-2016

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

²A 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 4.

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 more than 2 in 5 (44.3%) of the non-compliant exposure on cable network-dayparts during the 12-quarter period.
- *Overnight* daypart, airing Monday-Sunday 11:30pm to 4:59am, appeared in 11 of the 25 network-daypart combinations; and generated 1.2 billion of the 5.2 billion non-compliant impressions (22.4%) across all 1,026 network-daypart combinations.
- The top 25 network-dayparts were concentrated on just 11 networks out of the 89 different cable television networks that aired alcohol advertisements during the time period analyzed.

Table 5b: Total non-compliant¹ alcohol advertising exposure on the 25 cable television network-dayparts² with the largest number of non-compliant¹ impressions — United States, 2016 Q3

Ranked by Total Non-Compliant¹ Exposure
2016 Q3

Cable Network:Daypart	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure in Impressions (000)
TRU:Overnight	196	11,318
VH1:Overnight	101	8,447
TRU:Prime	96	8,304
CMDY:Overnight	126	7,886
CMDY:MF_Day_10_16	101	6,156
VH1:Prime	59	5,892
TBSC:MF_Day_10_16	25	4,907
FX:Overnight	71	4,875
FX:Overnight	28	4,684
FX:MF_EN_18_19	45	4,340
TRU:MF_EF_16_18	63	4,135
FX:Prime	28	3,780
VH1:MF_Day_10_16	56	3,684
NBAT:Overnight	339	3,673
BET:Prime	45	3,560
VH1:WE_Day_10_16	47	3,325
ESQ:Overnight	238	3,103
CMDY:Prime	28	3,065
TRU:PrimeAccess	48	3,017
ESPN:Overnight	39	2,985
FX:PrimeAccess	33	2,873
NBAT:Prime	192	2,739
ENT:MF_EF_16_18	31	2,730
VH1:MF_EF_16_18	41	2,639
NBAT:MF_Day_10_16	245	2,626
Top 25 Network-Dayparts	2,321	114,743
Remaining 829 Network-Dayparts	3,678	101,284
All Network-Dayparts	5,999	216,027
Top 25 Network-Dayparts Percent of All Network-Dayparts	38.7%	53.1%

Source: Nielsen 2013-2016

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

²A 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 4.

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 more than 1 in 2 (53.1%) of all non-compliant impressions during 2016 Q3.
- 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: *CMDY:MF_Day_10_16*, *TBSC:MF_Day_10_16*, *VH1:MF_Day_10_16*, *VH1:WE_Day_10_16*, *TRU:PrimeAccess*, *NBAT:Prime*, *ENT:MF_EF_16_18*, *VH1:MF_EF_16_18*, and *NBAT:MF_Day_10_16*.

SUMMARY AND RECOMMENDATIONS

In the 2-year period ending in 2016 Q3, about 1 in 11 alcohol advertising impressions viewed on cable TV by youth under the legal drinking age did not comply with the alcohol industry's voluntary placement guideline. This resulted in 2.8 billion non-compliant underage impressions during the eight quarter (i.e., 2-year) period between 2014 Q4 and 2016 Q3.

Comparing year-over-year alcohol advertising exposure from 2014 Q4 through 2015 Q3 (Year 1) to 2015 Q4 through 2016 Q3 (Year 2), non-compliant impressions declined 42% from 1.8 billion impressions in Year 1 to 1.0 billion impressions in Year 2. However, total youth exposure to alcohol advertising on cable TV *increased* by 3.6% during this time, from 16.2 billion impressions in Year 1 to 16.7 billion impressions in Year 2. Advertisers could, therefore, have an even greater impact on reducing the risk of underage drinking by moving their advertising onto cable TV programming where adults constitute a larger proportion of the total viewing audience, as recommended by the Institute of Medicine and state and territorial attorneys-general.^{20,21}

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 by avoiding these programs and still have many alternative advertising placement options. Removing advertising from the 25 programs and the 25 network-dayparts that are responsible for a substantial proportion of non-compliant alcohol advertising in both the most recent 12 quarters *and* the most recent single quarter is one way for advertisers to increase compliance with their voluntary alcohol advertising guidelines in order to reduce youth exposure to non-compliant alcohol advertising.

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, advertisers could request no alcohol advertisements be placed on TruTV due to the continually high levels of non-compliant exposure from placements on that network.

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

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.¹²⁻¹⁵ 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 advertising placement options.

Youth exposure to alcohol advertising has been associated with underage drinking initiation, drinking volume, and adverse health consequences. Reducing this exposure is an important priority for the prevention of alcohol-related harms among youth.

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ERRATA

In the quarterly compliance reports from 2015 Q4, 2016 Q1, and 2016 Q2, a small number of alcohol brands were excluded from the data such that total age 2-20 exposure and non-compliant age 2-20 exposure were understated:

	Total 2-20 Exposure (000)		Non-Compliant 2-20 Exposure (000)		% Non-Compliant Exposure	
	Reported	Corrected	Reported	Corrected	Reported	Corrected
2015Q4	4,500,303	4,546,169	483,112	486,033	10.7%	10.7%
2016Q1	2,345,107	2,517,483	99,416	102,140	4.2%	4.1%
2016Q2	4,937,489	5,215,297	227,794	236,247	4.6%	4.5%

The changes in reported exposure were relatively small and had no impact on any other conclusions from these reports.

APPENDIX: Detailed Methods

Data Sources

Cable television alcohol advertising and audience data were sourced from Nielsen Ad Intel service (2017 © 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 total number of 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 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

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 as *low-rated* if 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 because the audience composition may be unstable for programs with small audiences. Our recommendation is consistent with recommendations of the FTC in their 2014 report (see Executive Summary page iii Recommendation 1a).¹⁹ All remaining non-compliant advertisements were classified as *other*.

These criteria were evaluated sequentially to independently assess the impact of various no-buy list criteria on reducing non-compliant exposure. In addition, the ordering of the no-buy criteria aligns with the alcohol industry’s current recommendations for conducting post-audits to assess compliance with the self-regulatory guidelines as a basis for planning corrective measures.¹⁶ Furthermore, companies should already be conducting post-audits to identify sources of non-compliant exposure and correct future placements accordingly. Thus, it is reasonable to assess compliance with no-buy list criteria as presented.

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 and sequentially evaluated categories: (a) serially non-compliant; (b) high-risk network-daypart; (c) low-rated; (d) other. The categories were shown for the previous 8 quarters of data.

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.

These tables may be useful for the purpose of reviewing which aspects of a specific brand’s placements generated the most non-compliant exposure in order to inform future placements accordingly.

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.^{17,18,22} The FTC's 2014 report indicated that 11 of the 14 alcohol companies queried for that report had such lists in place.²⁰

In order to develop a no-buy program list consistent with the alcohol industry's post-audit processes 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 highlighted programs with a long history of generating non-compliant exposure, while the list for the most recent quarter identified programs that are at-risk of generating large amounts of non-compliant exposure in the future across all alcohol brands advertising on cable TV. Programs on both lists should be avoided by alcohol companies and network advertisers.

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 reported 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	NKTONS	NICKTOONS
DFC	DISCOVERY FAMILY CHANNEL	OWN	OPRAH WINFREY NETWORK
DLIF	DISCOVERY LIFE CHANNEL	OVTN	OVIATION
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