

Alcohol Advertising Compliance on Cable Television, October-December (Q4) 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 first quarter (Q1) of 2015 through the fourth quarter (Q4) of 2016 based on the three no-buy list criteria developed by Ross et al.¹⁶; 2) identify the 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 the 25 programs and network-dayparts that were responsible for the largest amount of non-compliant alcohol advertising exposure. Removing advertising from these programs and network-dayparts could improve compliance.

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 alcohol 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 cable television 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*. After excluding ads that aired on serially non-compliant programs or during high-risk network-dayparts, we assessed the number of alcohol advertisements and non-compliant impressions that aired on *low-rated programs*. Low-rated programs have small audiences with less than approximately 1 million viewers of legal drinking age (i.e., the total viewers ages 21 and older). Any non-compliant advertisement that was not classified into one of the three previous no-buy categories was classified as *other*.

According to the 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 2015 Q1 through 2016 Q4. 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).

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 Q4 to 2016 Q3, and then separately for 2016 Q4, 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 calculating the total number of non-compliant impressions on each program and each network-daypart, respectively, across all brands. We then identified the 25 cable TV programs and network-dayparts that were responsible for the largest number of non-compliant alcohol advertising impressions between 2013 Q4 and 2016 Q3. Similarly, we identified the 25 programs and network-dayparts from among those that ran alcohol advertising during 2016 Q4 that were responsible for the largest number of non-compliant alcohol advertising impressions.

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, and accounted for seasonal fluctuations in alcohol advertising exposure. However, the use of the 12-quarter measurement period could have masked more recent changes in non-compliant advertising, and excluded smaller advertisers that may only advertise during certain seasons. 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, 2015 Q1 to 2016 Q4

Time Period	Age 2 to 20 Exposure in Impressions		
	Total (000)	Non-Compliant ¹ (000)	Percent Non-Compliant ¹
Year 1			
2015Q1	2,220,768	250,443	11.3%
2015Q2	4,989,908	549,755	11.0%
2015Q3	4,438,349	492,278	11.1%
2015Q4	4,546,169	486,033	10.7%
Total Year 1	16,195,194	1,778,509	11.0%
Year 2			
2016Q1	2,517,483	102,140	4.1%
2016Q2	5,215,297	236,247	4.5%
2016Q3	4,460,970	216,027	4.8%
2016Q4	4,206,108	164,253	3.9%
Total Year 2	16,399,858	718,667	4.4%
Total Years 1-2	32,595,052	2,497,176	7.7%

Table 1b: Percent annual change in total and non-compliant¹ alcohol advertising impressions on cable television programs by quarter – United States, 2015 Q1 to 2016 Q4

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Non-Compliant ¹ Exposure
Q1	13.4%	-59.2%
Q2	4.5%	-57.0%
Q3	0.5%	-56.1%
Q4	-7.5%	-66.2%
Total	1.3%	-59.6%

Source: Nielsen 2015-2016

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 32.6 billion alcohol advertising impressions on cable TV during the 2-year period from 2015 Q1 through 2016 Q4. About 2.5 billion (7.7%) 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 1.3%, from 16.2 billion impressions in Year 1 to 16.4 billion impressions in Year 2, and non-compliant exposure *decreased* by 59.6%, from 1.8 billion impressions in Year 1 to 719 million impressions in Year 2.
- The percent of total alcohol advertising exposure that did *not* comply with industry guidelines ranged from 11.3% in 2015 Q1 to 3.9% in 2016 Q4.
- Comparing matching quarters in Year 2 to Year 1, non-compliant alcohol advertising exposure on cable TV *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; *decreased* by 56.1% in Q3 of 2016 relative to Q3 of 2015; and *decreased* by 66.2% in Q4 of 2016 relative to Q4 of 2015.

Table 2: Number and percentage of non-compliant¹ alcohol advertising impressions on cable television programs, by quarter — United States, 2015 Q1 to 2016 Q4

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				
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%)
2015Q4	486,033	286,097 (58.9%)	160,357 (33.0%)	39,579 (8.1%)
Total Year 1	1,778,509	1,289,915 (72.5%)	363,896 (20.5%)	124,698 (7.0%)
Year 2				
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%)
2016Q4	164,253	113,402 (69.0%)	42,081 (25.6%)	8,770 (5.3%)
Total Year 2	718,667	526,498 (73.3%)	154,003 (21.4%)	38,166 (5.3%)
Total Years 1-2	2,497,176	1,816,413 (72.7%)	517,899 (20.7%)	162,864 (6.5%)

Source: Nielsen 2015-2016

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 2015 Q1 through 2016 Q4, 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 72.7% of all non-compliant exposure over the two-year period; advertisements on high-risk network-dayparts were responsible for 20.7% 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 Q4 to 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)			
			Non-Compliant ² (000)	High-Risk Network-Daypart ³ (000)	Low-Rated ⁴ (000)	Other ⁵ (000)
Redds Brewing Company Beverages	2,029,092	224,410 (11.1%)	158,459 (70.6%)	52,794 (23.5%)	9,721 (4.3%)	3,436 (1.5%)
Corona Extra Beer	2,331,556	219,239 (9.4%)	166,575 (76.0%)	38,821 (17.7%)	11,682 (5.3%)	2,162 (1.0%)
Bud Light	2,120,753	214,042 (10.1%)	145,478 (68.0%)	50,814 (23.7%)	17,750 (8.3%)	0 (0.0%)
Heineken Beer	1,493,761	180,539 (12.1%)	135,953 (75.3%)	29,320 (16.2%)	13,976 (7.7%)	1,289 (0.7%)
Dos Equis Beer	1,680,792	166,609 (9.9%)	126,626 (76.0%)	26,064 (15.6%)	12,532 (7.5%)	1,387 (0.8%)
Miller Lite	2,018,812	160,802 (8.0%)	123,404 (76.7%)	25,675 (16.0%)	11,723 (7.3%)	0 (0.0%)
Bud Light Lime-a-Rita	1,298,568	155,215 (12.0%)	116,869 (75.3%)	31,115 (20.0%)	7,230 (4.7%)	0 (0.0%)
Bacardi Rums	1,047,513	150,272 (14.3%)	98,014 (65.2%)	44,808 (29.8%)	7,450 (5.0%)	0 (0.0%)
Samuel Adams Boston Lager	1,118,547	142,882 (12.8%)	108,125 (75.7%)	25,537 (17.9%)	9,220 (6.5%)	0 (0.0%)
Samuel Adams Beers	1,110,097	134,785 (12.1%)	108,931 (80.8%)	18,110 (13.4%)	7,744 (5.7%)	0 (0.0%)
Strongbow Hard Cider	1,287,724	131,488 (10.2%)	78,618 (59.8%)	45,268 (34.4%)	7,602 (5.8%)	0 (0.0%)
Budweiser Beer	948,369	116,769 (12.3%)	79,205 (67.8%)	23,394 (20.0%)	14,170 (12.1%)	0 (0.0%)
Heineken Premium Lite Lager	1,076,998	107,104 (9.9%)	81,410 (76.0%)	17,494 (16.3%)	8,199 (7.7%)	0 (0.0%)
Hennessy Cognacs	617,453	93,956 (15.2%)	66,259 (70.5%)	16,029 (17.1%)	4,919 (5.2%)	6,749 (7.2%)
Angry Orchard Hard Ciders	1,056,668	89,151 (8.4%)	65,899 (73.9%)	12,447 (14.0%)	10,152 (11.4%)	653 (0.7%)
Disaronno Originale Amaretto	424,666	87,643 (20.6%)	63,393 (72.3%)	19,805 (22.6%)	4,445 (5.1%)	0 (0.0%)
Twisted Tea Malt Beverage	824,753	86,671 (10.5%)	61,395 (70.8%)	19,370 (22.3%)	4,704 (5.4%)	1,202 (1.4%)
Smith and Forge Hard Cider	853,677	85,824 (10.1%)	63,592 (74.1%)	19,486 (22.7%)	2,747 (3.2%)	0 (0.0%)
Coors Light	1,372,382	84,340 (6.1%)	65,433 (77.6%)	12,957 (15.4%)	5,951 (7.1%)	0 (0.0%)
Bud Light Lime	733,927	83,224 (11.3%)	55,337 (66.5%)	19,395 (23.3%)	8,492 (10.2%)	0 (0.0%)
Jose Cuervo Especial Tequila	613,682	77,335 (12.6%)	54,543 (70.5%)	19,656 (25.4%)	3,136 (4.1%)	0 (0.0%)
Grey Goose Vodka	598,443	74,267 (12.4%)	54,035 (72.8%)	17,236 (23.2%)	2,996 (4.0%)	0 (0.0%)
Michelob Ultra Light Beer	916,690	73,290 (8.0%)	52,793 (72.0%)	15,005 (20.5%)	5,491 (7.5%)	0 (0.0%)
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	530,854	61,143 (11.5%)	51,399 (84.1%)	7,692 (12.6%)	2,052 (3.4%)	0 (0.0%)
Top 25 Brands	28,605,968	3,065,615 (9.9%)	2,235,163 (72.9%)	617,074 (20.1%)	196,500 (6.4%)	16,878 (0.6%)
Remaining 156 Brands	19,777,077	1,732,781 (8.8%)	1,237,161 (71.4%)	348,101 (20.1%)	124,720 (7.2%)	22,798 (1.3%)
All Brands	48,383,045	4,798,396 (9.9%)	3,472,324 (72.4%)	965,175 (20.1%)	321,220 (6.7%)	39,676 (0.8%)
Top 25 Brands as a Percent of All Brands	59.1%	63.9%	64.4%	63.9%	61.2%	42.5%

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 almost two-thirds (63.9%) of all non-compliant exposure from 2013 Q4 to 2016 Q3.
- Brands varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 6.1% to 20.6% during the 12-quarter period.
- Serially non-compliant alcohol advertising exposure was responsible for almost 3 in 4 (72.9%) of the 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 59.8% 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 Q4

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)
Disaronno Originale Amaretto	127,567	33,647 (26.4%)	10,322 (30.7%)	22,309 (66.3%)	1,016 (3.0%)	0 (0.0%)
Miller High Life	203,012	9,658 (4.8%)	8,650 (89.6%)	956 (9.9%)	52 (0.5%)	0 (0.0%)
Heineken Premium Lite Lager	116,394	7,620 (6.5%)	6,565 (86.2%)	194 (2.5%)	860 (11.3%)	0 (0.0%)
Dos Equis Beer	204,082	7,138 (3.5%)	5,840 (81.8%)	739 (10.4%)	558 (7.8%)	0 (0.0%)
Blue Moon Brewing Company Beers	304,955	7,018 (2.3%)	5,876 (83.7%)	858 (12.2%)	283 (4.0%)	0 (0.0%)
Bud Light Lime-a-Rita	84,291	6,838 (8.1%)	5,635 (82.4%)	1,174 (17.2%)	29 (0.4%)	0 (0.0%)
Samuel Adams Beers	97,119	6,155 (6.3%)	5,304 (86.2%)	280 (4.6%)	571 (9.3%)	0 (0.0%)
Corona Extra Beer	170,660	5,741 (3.4%)	4,984 (86.8%)	514 (9.0%)	243 (4.2%)	0 (0.0%)
Modelo Especial Beer	168,801	5,737 (3.4%)	5,162 (90.0%)	404 (7.0%)	170 (3.0%)	0 (0.0%)
Strongbow Hard Cider	130,735	5,230 (4.0%)	4,208 (80.5%)	893 (17.1%)	129 (2.5%)	0 (0.0%)
Heineken Beer	150,960	5,217 (3.5%)	3,955 (75.8%)	450 (8.6%)	812 (15.6%)	0 (0.0%)
Miller Lite	178,416	5,020 (2.8%)	4,708 (93.8%)	223 (4.4%)	89 (1.8%)	0 (0.0%)
Bacardi Rums	173,287	4,486 (2.6%)	3,631 (81.0%)	791 (17.6%)	63 (1.4%)	0 (0.0%)
Redds Brewing Company Beverages	88,389	4,164 (4.7%)	3,323 (79.8%)	529 (12.7%)	313 (7.5%)	0 (0.0%)
Samuel Adams Boston Lager	63,630	4,004 (6.3%)	3,741 (93.4%)	145 (3.6%)	117 (2.9%)	0 (0.0%)
Angry Orchard Hard Ciders	75,482	3,808 (5.0%)	2,818 (74.0%)	5 (0.1%)	985 (25.9%)	0 (0.0%)
Bud Light	103,332	3,732 (3.6%)	2,647 (70.9%)	1,025 (27.5%)	61 (1.6%)	0 (0.0%)
Coors Light	192,260	3,696 (1.9%)	1,171 (31.7%)	2,174 (58.8%)	351 (9.5%)	0 (0.0%)
Patron Silver Tequila	45,756	3,215 (7.0%)	1,733 (53.9%)	1,131 (35.2%)	351 (10.9%)	0 (0.0%)
Jim Beam Bourbon Whiskey	132,955	2,489 (1.9%)	2,245 (90.2%)	245 (9.8%)	0 (0.0%)	0 (0.0%)
Dewar's White Label Scotch Whiskey	91,705	2,289 (2.5%)	2,116 (92.4%)	174 (7.6%)	0 (0.0%)	0 (0.0%)
Yellow Tail Wines	82,966	1,911 (2.3%)	980 (51.3%)	825 (43.2%)	107 (5.6%)	0 (0.0%)
Henrys Hard Soda	50,582	1,893 (3.7%)	910 (48.1%)	738 (39.0%)	244 (12.9%)	0 (0.0%)
Jack Daniel's Whiskey	77,156	1,827 (2.4%)	1,044 (57.1%)	735 (40.2%)	48 (2.6%)	0 (0.0%)
Hennessy Cognacs	34,783	1,747 (5.0%)	1,270 (72.7%)	274 (15.7%)	204 (11.7%)	0 (0.0%)
Top 25 Brands	3,149,276	144,281 (3.9%)	98,837 (68.5%)	37,787 (26.2%)	7,656 (5.3%)	0 (0.0%)
Remaining 65 Brands	1,056,832	19,972 (1.9%)	14,565 (72.9%)	4,294 (21.5%)	1,113 (5.6%)	0 (0.0%)
All Brands	4,206,108	164,253 (3.9%)	113,402 (69.0%)	42,081 (25.6%)	8,770 (5.3%)	0 (0.0%)
Top 25 Brands as a Percent of All Brands	74.9%	87.8%	87.2%	89.8%	87.3%	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 87.8% of the non-compliant exposure during 2016 Q4.
- Brands varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 1.9% to 26.4%.
- Serially non-compliant exposure was responsible for more than two-thirds (68.5%) of the total non-compliant alcohol advertising impressions attributable to these 25 brands in 2016 Q4, ranging from 30.7% to 93.8%.
- Eight brands on the 2016 Q4 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 Q4 to 2016 Q3

Ranked by Total Non-Compliant¹ Exposure
2013 Q4 to 2016 Q3

Cable Network:Program	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure in Impressions (000)
FX:FX MOVIE PRIME	724	214,944
FXX:FXX MOVIE PRIME	2,111	172,413
TRU:TRUTV TOP FUNNIEST	1,819	161,396
BET:BET MOVIE OF THE WEEK	898	118,218
CMDY:COMEDY CENTRAL MOVIE	759	115,712
ESQ:AMERICAN NINJA WARRIOR	2,340	100,337
VH1:R&R PICTURE SHOWS	961	94,603
ESPN:SPORTSCENTER MORNING	628	74,535
SPIKE:SPIKE TV MOVIE	514	72,034
FX:FX MOVIE LATE	362	65,562
TRU:WORLDS DUMBEST	616	57,459
FX:FX MOVIE WKND AFTERNOON	241	56,946
ENT:KEEPING UP KARDASHIANS	573	55,841
TRU:IMPRACTICAL JOKERS	373	52,637
TRU:CARBONARO EFFECT_ THE	548	52,279
TRU:ADAM RUINS EVERYTHING	609	49,585
NGC:BRAIN GAMES	444	43,239
TRU:SOUTH BEACH TOW	371	41,129
FXX:SIMPSONS	314	40,548
SCI:MYTHBUSTERS	439	37,205
CMDY:COLBERT REPORT	213	32,461
TRU:HACK MY LIFE	409	32,386
SYFY:SYFY MOVIE	210	31,951
ESPN:SPORTSCENTER MORNING L	177	29,040
ENT:MOVIES WE LOVE	228	28,834
Top 25 Programs	16,881	1,831,297
Remaining 12,237 programs	66,636	2,967,099
All Programs	83,517	4,798,396
Top 25 Programs as a Percent of All Programs	20.2%	38.2%

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 (38.2%) of all non-compliant impressions on cable TV programs from 2013 Q4 to 2016 Q3.
- The TRU network aired 7 of the 25 programs (28%) 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 12,262 programs that aired alcohol advertising during the 12-quarter period, these 9 movie programs accounted for 18.3%, more than one in six, of all non-compliant impressions.
- All 25 programs were serially non-compliant based on no-buy list criteria.

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 Q4

Ranked by Total Non-Compliant¹ Exposure
2016 Q4

Cable Network:Program	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure in Impressions (000)
FXX:SIMPSONS MARA 600 12 DAYS	89	18,712
FXX:FXX MOVIE PRIME	117	12,664
SCI:MYTHBUSTERS	150	11,048
CMDY:COMEDY CENTRAL MOVIE	86	8,592
VH1:R&R PICTURE SHOWS	54	5,001
FX:FX MOVIE LATE	20	3,540
FXX:SIMPSONS	31	3,458
TRU:CARBONARO EFFECT_ THE	49	3,305
SPIKE:SPIKE TV MOVIE	24	2,978
VH1:LOVE AND HIP HOP 7	31	2,848
BET:BET MOVIE OF THE WEEK	21	2,686
ESPNU:COLLEGE FOOTBALL REPEAT	159	2,671
FX:FX MOVIE PRIME	13	2,480
FXX:ARCHER	41	2,453
ESPN:NBA REGULAR SEASON REPEAT	19	2,374
ENT:KEEPING UP KARDASHIANS	37	2,193
FXX:FXX MOVIE WKND AFTERNOON	36	2,075
MLBN:MLB TONIGHT	140	1,829
ENT:MOVIES WE LOVE	20	1,817
FXX:FXX MOVIE LATE	34	1,763
ESPN:SPORTSCENTER MORNING	14	1,698
ESPN:NBA REGULAR SEASON L	6	1,657
AMC:AMC FEARFEST	9	1,587
ESPNU:COLLEGE FOOTBALL LIVE	97	1,376
FX:FX MOVIE WKND AFTERNOON	9	1,331
Top 25 Programs	1,306	102,135
Remaining 2,878 programs	2,692	62,118
All Programs	3,998	164,253
Top 25 Programs as a Percent of All Programs	32.7%	62.2%

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 nearly two-thirds (62.2%) of all non-compliant impressions in 2016 Q4.
- 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: *FXX:Simpsons Marathon 600 12 Days*, *ESPNU:College Football Repeat*, *FXX:Archer*, *ESPN:NBA Regular Season Repeat*, *FXX:FXX Movie Wknd Afternoon*, *MLBN:MLB Tonight*, *FXX:FXX Movie Late*, *ESPN:NBA Regular Season L*, *AMC:AMC Fearfest*, *VH1:Love and Hip Hop 7*, and *ESPNU:College Football Live*.
- Twenty-three of the 25 programs (92.0%) were serially non-compliant based on no-buy list criteria.

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 Q4 to 2016 Q3

Ranked by Total Non-Compliant¹ Exposure
2013 Q4 to 2016 Q3

Cable Network:Daypart	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure in Impressions (000)
TRU:Overnight	4,587	305,489
TRU:Prime	1,570	187,194
VH1:Prime	805	132,531
ESPN:Overnight	886	121,571
FX:Overnight	776	119,039
FX:Prime	342	113,468
CMDY:Overnight	934	100,605
CMDY:Prime	566	96,368
FXX:Prime	893	91,621
FXX:Overnight	1,589	87,122
BET:Prime	536	81,798
ESPN:MF_Morn_05_10	621	74,604
VH1:Overnight	618	66,025
NBAT:Overnight	3,274	58,046
SPIKE:Overnight	493	54,680
BET:Overnight	390	51,794
ESQ:Prime	1,315	50,902
FXX:PrimeAccess	581	47,605
TRU:MF_EF_16_18	542	46,687
CMDY:PrimeAccess	267	43,784
FX:WE_Day_10_16	188	41,704
FXX:MF_EN_18_19	538	40,519
FX:PrimeAccess	160	39,780
ESQ:Overnight	2,001	39,724
TRU:MF_LN_23_2330	422	36,163
Top 25 Network-Dayparts	24,894	2,128,823
Remaining 985 Network-Dayparts	58,623	2,669,573
All Network-Dayparts	83,517	4,798,396
Top 25 Network-Dayparts Percent of All Network-Dayparts	29.8%	44.4%

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 (44.4%) of the non-compliant exposure on cable network-dayparts during the 12-quarter period.
- The *Overnight* daypart, airing Monday-Sunday 11:30pm to 4:59am, generated 1.0 billion of the 4.8 billion non-compliant impressions (20.9%) during the 12-quarter period.
- Ten networks accounted for all of the top 25 network-daypart combinations on the 12-quarter no-buy list.

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 Q4

Ranked by Total Non-Compliant¹ Exposure
2016 Q4

Cable Network:Daypart	Non-Compliant ¹ Ads	Non-Compliant ¹ Exposure in Impressions (000)
FXX:Prime	124	17,630
FXX:Overnight	121	8,233
FXX:PrimeAccess	40	6,262
CMDY:Prime	56	5,882
VH1:Overnight	58	5,140
FX:Overnight	38	4,560
ESPN:Overnight	26	4,091
TRU:Overnight	68	3,758
SCI:Prime	43	3,264
FXX:MF_EN_18_19	22	3,112
SCI:Overnight	44	2,505
FXX:WE_EN_18_19	12	2,347
NBAT:Overnight	116	2,167
ESPNU:MF_Morn_05_10	168	2,087
VH1:Prime	24	2,073
ENT:MF_EF_16_18	35	2,019
ESPNU:Overnight	160	2,019
FXX:WE_Day_10_16	32	1,985
BET:Overnight	20	1,959
SCI:WE_Day_10_16	24	1,957
CMDY:Overnight	27	1,791
FXX:MF_LN_23_2330	12	1,706
SPIKE:Overnight	20	1,615
AMC:Prime	9	1,587
MLBN:Overnight	107	1,526
Top 25 Network-Dayparts	1,406	91,275
Remaining 797 Network-Dayparts	2,592	72,978
All Network-Dayparts	3,998	164,253
Top 25 Network-Dayparts Percent of All Network-Dayparts	35.2%	55.6%

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.

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 (55.6%) of all non-compliant impressions during 2016 Q4.
- 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: *SCI:Prime*, *SCI:Overnight*, *FXX:WE_EN_18_19*, *ESPNU:MF_Morn_05_10*, *ENT:MF_EF_16_18*, *ESPNU:Overnight*, *FXX:WE_Day_10_16*, *SCI:WE_Day_10_16*, *FXX:MF_LN_23_2330*, *MLBN:Overnight*, and *AMC:Prime*.

SUMMARY AND RECOMMENDATIONS

In the 2-year period ending in 2016 Q4, about 1 in 13 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 2.5 billion non-compliant underage impressions during the eight quarter (i.e., 2-year) period between 2015 Q1 and 2016 Q4.

Comparing year-over-year alcohol advertising exposure from 2015 Q1 through 2015 Q4 (Year 1) to 2016 Q1 through 2016 Q4 (Year 2), non-compliant impressions declined 59.6% from 1.8 billion impressions in Year 1 to 719 million impressions in Year 2. However, total youth exposure to alcohol advertising on cable TV *increased* by 1.3%, from 16.2 billion impressions in Year 1 to 16.4 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 (now the National Academy of Medicine) and state and territorial attorneys-general.^{20,21}

Alcohol industry codes already require a post-audit of advertising placements to identify programs and network-dayparts that resulted in non-compliant exposure.¹²⁻¹⁵ In addition, the findings of this quarterly report indicate that non-compliant alcohol advertising exposure is highly concentrated on a relatively small number of programs and networks. In fact, by choosing not to advertise on the 25 programs and the 25 network-dayparts that were responsible for the largest number of non-compliant alcohol advertising in both the most recent 12 quarters *and* the most recent single quarter, as described in this report, advertisers can significantly improve compliance with voluntary alcohol advertising guidelines and thus reduce youth exposure to non-compliant alcohol advertising.

The no-buy lists described in this report can also be used in combination. For example, ads might be placed on the Esquire (ESQ) network during prime time, but not on the program *American Ninja Warrior*. Advertisers could also request that no alcohol advertisements be placed on TruTV, due to the continually high levels of non-compliant exposure from advertising 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.

Youth exposure to alcohol advertising has been associated with the initiation of underage drinking, consuming a larger amount of alcohol, and adverse health and social problems. Reducing this exposure is an important priority for the prevention of alcohol consumption and alcohol-related harms among youth.

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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*, 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 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-auditing 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	NKTNS	NICKTOONS
DFC	DISCOVERY FAMILY CHANNEL	OWN	OPRAH WINFREY NETWORK
DLIF	DISCOVERY LIFE CHANNEL	OVTN	OVATION
DXD	DISNEY XD	OXYG	OXYGEN MEDIA
DIY	DIY NETWORK	POP	POP
ENT	E!	REAL	REAL
REY	EL REY	RLZC	REELZCHANNEL
ESPN	ESPN	RFD	RFD-TV
ESPCL	ESPN CLASSIC	SCI	SCIENCE
ESPN2	ESPN2	SMTH	SMITHSONIAN
ENN	ESPNEWS	SOAP	SOAP
ESPNU	ESPNU	SPIKE	SPIKE TV
ESQ	ESQUIRE NETWORK	SPRT	SPROUT
FOOD	FOOD NETWORK	SUND	SUNDANCE TV
FBN	FOX BUSINESS NETWORK	SYFY	SYFY
FOXNC	FOX NEWS CHANNEL	TBS	TBS
FRFM	FREEFORM	TBSC	TBS NETWORK
FS1	FOX SPORTS 1	TNNK	TEENICK
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