

Alcohol Advertising Compliance on Cable Television, January-March (Q1) 2017



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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 found 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/or 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 noncompliant advertising impressions (96%) aired on cable television programs.¹⁶

Since 1999, 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 criteria, including avoiding advertising on programs that were known to have previously violated the alcohol industry's placement guidelines (i.e., were serially noncompliant); programs that ran during time periods that were known to be popular among underage youth (i.e., high-risk network

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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 criteria on youth exposure to alcohol advertising, and estimated that by consistently using these criteria, advertisers could eliminate most of the noncompliant alcohol advertising exposure on cable television.¹⁶

The purpose of this report is to assess noncompliant alcohol advertising on cable television and how noncompliance varied by program, network daypart, and alcohol brand. In keeping with FTC recommendations for using no-buy lists, we identified no-buy lists of programs and dayparts that are generating high levels of noncompliant exposure.

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 2013-2017 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) were acquired for every alcohol advertisement.

Measures

A *noncompliant 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 *impressions* were based on the number of viewers seeing an advertisement. *Underage impressions* were the total number of impressions for persons ages 2 to 20, including multiple viewings of an ad by a single individual. *Noncompliant exposure* was defined as the number of advertising impressions seen by youth ages 2 to 20 as a result of noncompliant advertisements. A *daypart* is a time of day on which a program may be televised. See the appendix for a complete list of dayparts.

Methods for Creating Tables

Table 1 – Noncompliance Exposure Trend and Classification

Noncompliant advertisements for the prior year were flagged and the cable network, program title, and daypart were noted. Any cable network program that contained a noncompliant advertisement from any alcohol advertiser in the prior year was classified as a noncompliant program. Noncompliant advertisements from the current year that were placed on the same program as a noncompliant program from the prior year were classified as *serially noncompliant* ad placements.

Noncompliant exposure from noncompliant ads was also aggregated by cable network and daypart. The network and daypart combinations that accounted for 90% of all noncompliant exposure in the prior year were flagged as high-risk network dayparts. Any noncompliant advertisement from the current year that was not serially noncompliant, and was found to be placed on a *high-risk network daypart*, was classified as a *high-risk network daypart* noncompliant ad placement.

For the remaining noncompliant advertisements that were classified as neither serially noncompliant 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 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 noncompliant advertisement placed on a program with an adult rating of less than 0.50 that was neither *serially noncompliant* nor *high-risk network daypart* was classified as *low-rated*.

These criteria were evaluated sequentially to independently assess the impact of various no-buy list criteria on reducing noncompliant exposure. In addition, the ordering of the no-buy criteria aligns with the alcohol industry’s current recom-

mentations for conducting post-audits to assess compliance with the voluntary guidelines as a basis for planning corrective measures.^{15,16}

Alcohol advertising is highly seasonal, with advertising volume typically increasing in summer months and during the holiday season. Therefore, to compare noncompliant 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 noncompliant exposure, and the percent of underage exposure that was noncompliant. Year-over-year values were calculated for comparison with the prior year. We classified all noncompliant advertisements into one of the following mutually exclusive and sequentially evaluated categories: (a) serially noncompliant; (b) high-risk network daypart; (c) low-rated. The categories were shown for the previous 8 quarters of data.

Table 2 – Brands with the Most Noncompliant Exposure

Since alcohol advertising is typically purchased for individual brands, we reported the 25 highest-ranked brands that generated the most noncompliant exposure over the past 12 quarters (Table 2a), as well as the most recent quarter (Table 2b). We used two different time periods, 12 quarters and the most recent single quarter for which data were available, 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 brands that were responsible for the largest number of noncompliant impressions, accounting for seasonal fluctuations in alcohol advertising.

However, 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 noncompliant alcohol advertising for the most recent quarter in addition to the 12-quarter period.

Table 3 – No-Buy Programs

To reduce noncompliant 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 noncompliant exposure,^{17,18,20} and 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 FTC recommendations we ranked the cable programs based on total noncompliant impressions and reported the 25 highest-ranked programs during the past 12 quarters (Table 3a) and separately, the 25 highest-ranked programs in the most recent quarter (Table 3b). For each program total underage exposure (including both compliant and noncompliant impressions) was reported, as well as the number of noncompliant impressions and the percent of total exposure that was noncompliant. The 12-quarter list highlighted programs with a long history of generating noncompliant exposure, while the list for the most recent quarter identified programs that are at risk of generating large amounts of noncompliant exposure in the future. Avoiding the placement of alcohol ads on programs appearing on both of these lists could improve compliance with the voluntary advertising guidelines.

Table 4 – No-Buy Network Dayparts

For those situations where alcohol companies cannot purchase advertisements on individual programs and must purchase ads on network dayparts, we ranked all network dayparts by total noncompliant exposure and reported the 25 highest ranked network dayparts. We independently assessed the 25 highest-ranked network dayparts for the past 12 quarters (Table 4a), and separately, for the most recent single quarter (Table 4b). For each network daypart we reported the total number of underage exposures (including both compliant and noncompliant impressions), in addition to the amount of noncompliant exposure and the percent of total underage exposure that was noncompliant.

RESULTS

Table 1a: Number, percentage of age 2 to 20 alcohol advertising impressions¹ (in thousands), and noncompliant exposure² on cable TV, assessed by quarter using no-buy list criteria – United States 2015 Q2 to 2017 Q1

Time Period	Total Exposure ³ (000)	Noncompliant Exposure (000) (% of total exposure)	Noncompliant Exposure (000) by No-Buy List Criteria (% of noncompliant exposure)		
			Serially Noncompliant ⁴	High-Risk Network Dayparts ⁵	Low-Rated ⁶
Year 1					
2015Q2	4,989,908	549,755 (11.0%)	441,419 (80.3%)	75,575 (13.7%)	32,761 (6.0%)
2015Q3	4,438,349	492,278 (11.1%)	361,155 (73.4%)	91,675 (18.6%)	39,448 (8.0%)
2015Q4	4,546,169	486,033 (10.7%)	286,097 (58.9%)	160,357 (33.0%)	39,579 (8.1%)
2016Q1	2,517,483	102,140 (4.1%)	79,539 (77.9%)	19,282 (18.9%)	3,319 (3.2%)
Total Year 1	16,491,909	1,630,206 (9.9%)	1,168,210 (71.7%)	346,889 (21.3%)	115,107 (7.1%)
Year 2					
2016Q2	5,215,297	236,247 (4.5%)	170,376 (72.1%)	54,746 (23.2%)	11,124 (4.7%)
2016Q3	4,460,970	216,027 (4.8%)	163,181 (75.5%)	37,893 (17.5%)	14,953 (6.9%)
2016Q4	4,206,108	164,253 (3.9%)	113,402 (69.0%)	42,081 (25.6%)	8,770 (5.3%)
2017Q1	2,200,036	45,565 (2.1%)	37,035 (81.3%)	5,219 (11.5%)	3,312 (7.3%)
Total Year 2	16,082,410	662,092 (4.1%)	483,994 (73.1%)	139,939 (21.1%)	38,159 (5.8%)
Total Years 1-2	32,574,320	2,292,298 (7.0%)	1,652,204 (72.1%)	486,828 (21.2%)	153,265 (6.7%)

Table 1b: Percent annual change in total and noncompliant alcohol advertising impressions on cable TV by quarter – United States, 2015 Q2 to 2017 Q1

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Noncompliant Exposure
Q2	4.5%	-57.0%
Q3	0.5%	-56.1%
Q4	-7.5%	-66.2%
Q1	-12.6%	-55.4%
Total	-2.5%	-59.4%

Source: Nielsen 2015-2017

¹Total number of impressions for persons ages 2 to 20, including multiple viewings of an ad by a single individual. Reported in thousands (x1,000).

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

³All underage (age 2 to 20) advertising exposure to alcohol ads, including compliant and noncompliant underage impressions.

⁴Exposure resulting from placement of advertisements on the same programs that were found to produce noncompliant advertisements in the prior calendar year.

⁵Exposure resulting from placement of advertisements on any 1 of 207 network and time-of-day combinations that accounted for 90% of noncompliant exposure in the prior calendar year.

⁶Exposure 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).

NOTE: Each category of noncompliant exposure (e.g., serially noncompliant) was sequentially evaluated in the order presented footnotes (4-6), and is mutually exclusive (i.e., exposure that occurred on high-risk network dayparts is exclusive of exposure on serially noncompliant programs).

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 Q2 through 2017 Q1. About 2.3 billion (7.0%) of these impressions were due to alcohol advertising exposure that did *not* comply with the alcohol industry voluntary guidelines (i.e., were noncompliant).
- The percent of total alcohol advertising exposure that did *not* comply with industry guidelines ranged from 11.1% in 2015 Q3 to 2.1% in 2017 Q1.
- During the 2-year period, all of the noncompliant alcohol advertising exposures met one of the three no-buy list criteria (i.e., serially noncompliant, high-risk network daypart, or low-rated).
- Serially noncompliant programs were responsible for 72.1% of all noncompliant exposure over the 2-year period; high-risk network dayparts were responsible for 21.2%; and low-rated programs were responsible for 6.7%.
- Taken together, advertising on serially noncompliant programs and advertising on high-risk network dayparts accounted for more than 9 out of every 10 noncompliant impressions in both Year 1 and Year 2.
- Total youth advertising exposure *decreased* by 2.5%, from 16.5 billion impressions in Year 1 to 16.1 billion impressions in Year 2, and noncompliant exposure *decreased* by 59.4%, from 1.6 billion impressions in Year 1 to 662 million impressions in Year 2.
- Comparing matching quarters in Year 2 to Year 1, noncompliant alcohol advertising exposure on cable TV *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; *decreased* by 66.2% in Q4 of 2016 relative to Q4 of 2015; and *decreased* by 55.4% in Q1 of 2017 relative to Q1 of 2016.

Table 2: Number and percentage of age 2 to 20 alcohol advertising impressions¹ (in thousands) and noncompliant² exposure from the 25 alcohol brands with the largest number of noncompliant impressions on cable TV – United States 2014 Q1 to 2016 Q4 and 2017 Q1

Ranked by Noncompliant Impressions 2014 Q1 through 2016 Q4			Ranked by Noncompliant Impressions 2017 Q1		
Brand	Total Exposure ³ (000)	Noncompliant Exposure (000) (% of total exposure)	Brand	Total Exposure (000)	Noncompliant Exposure (000) (% of total exposure)
Bud Light	2,108,412	209,205 (9.9%)	Heineken Premium Lite Lager	157,987	5,718 (3.6%)
Corona Extra Beer	2,343,246	205,913 (8.8%)	Samuel Adams Beers	124,068	4,820 (3.9%)
Redds Brewing Company Beverages	1,985,829	203,308 (10.2%)	Angry Orchard Hard Ciders	69,321	3,367 (4.9%)
Heineken Beer	1,483,091	164,324 (11.1%)	Heineken Beer	70,012	3,051 (4.4%)
Miller Lite	2,123,355	160,306 (7.5%)	Michelob Ultra Light Beer	90,970	2,778 (3.1%)
Dos Equis Beer	1,720,976	153,657 (8.9%)	Bud Light	104,186	2,182 (2.1%)
Samuel Adams Beers	1,207,217	140,940 (11.7%)	Budweiser Beer	57,667	1,896 (3.3%)
Strongbow Hard Cider	1,418,459	136,718 (9.6%)	Samuel Adams Boston Lager	46,840	1,385 (3.0%)
Bud Light Lime-a-Rita	1,229,703	134,855 (11.0%)	Bud Light Lime-a-Rita	41,044	1,313 (3.2%)
Bacardi Rums	1,064,632	125,133 (11.8%)	Miller High Life	108,547	1,270 (1.2%)
Disaronno Originale Amaretto	552,232	121,290 (22.0%)	Wild Turkey Bourbon Whiskey	24,730	1,236 (5.0%)
Samuel Adams Boston Lager	992,337	119,858 (12.1%)	Corona Extra Beer	80,362	1,164 (1.4%)
Heineken Premium Lite Lager	1,193,392	114,723 (9.6%)	Jack Daniels Tennessee Honey	23,855	1,127 (4.7%)
Budweiser Beer	938,144	114,081 (12.2%)	Coors Light	106,725	1,105 (1.0%)
Angry Orchard Hard Ciders	1,055,914	87,242 (8.3%)	Henrys Hard Soda	66,338	1,015 (1.5%)
Twisted Tea Malt Beverage	824,753	86,671 (10.5%)	Miller Lite	66,617	826 (1.2%)
Smith and Forge Hard Cider	866,909	86,472 (10.0%)	Coors	55,128	803 (1.5%)
Hennessy Cognacs	584,084	85,136 (14.6%)	Modelo Especial Beer	73,790	781 (1.1%)
Bud Light Lime	732,422	83,224 (11.4%)	Goose Island Beers	30,996	773 (2.5%)
Coors Light	1,470,063	78,003 (5.3%)	Jack Daniel's Whiskey	28,551	693 (2.4%)
Michelob Ultra Light Beer	966,072	74,387 (7.7%)	Jim Beam Bourbon Whiskey	73,255	680 (0.9%)
Jose Cuervo Especial Tequila	513,489	63,902 (12.4%)	Jameson Caskmates Irish Whiskey	22,158	666 (3.0%)
Robert Mondavi Wines	237,687	58,201 (24.5%)	Henrys Hard Sparkling Beverages	32,916	644 (2.0%)
Miller Fortune Beer	386,810	54,134 (14.0%)	Crown Royal Whiskey	8,392	628 (7.5%)
Stella Artois Beer	573,692	49,979 (8.7%)	Dos Equis Beer	79,280	599 (0.8%)
Top 25 Brands	28,572,919	2,911,663	Top 25 Brands	1,643,735	40,523
Remaining 164 Brands	19,698,862	1,454,912	Remaining 51 Brands	556,301	5,042
All Brands	48,271,781	4,366,574	All Brands	2,200,036	45,565
Top 25 Brands as a Percent of All Brands	59.2%	66.7%	Top 25 Brands as a Percent of All Brands	74.7%	88.9%

Source: Nielsen 2014-2017

¹Impressions were the total number of impressions for persons ages 2 to 20, including multiple viewings of an ad by a single individual. Reported in thousands (x1,000).

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

³All underage (age 2 to 20) advertising exposure to alcohol ads, including compliant and noncompliant underage impressions.

Numbers may not add to totals due to rounding.

Key Findings from Table 2:

- The 25 alcohol brands with the largest number of noncompliant alcohol advertising impressions were responsible for approximately two-thirds (66.7%) of all noncompliant exposure in the 12-quarter period.
- The 25 highest-ranked brands in 2017 Q1 accounted for about 7 in 8 (88.9%) of all noncompliant impressions during that single quarter.
- Brands varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 5.3% to 24.5% during the 12-quarter period, and 0.8% to 7.5% in 2017 Q1.
- About 1 out of every 5 ads from Disaronno Originale Amaretto (22.0%) and Robert Mondavi Wines (24.5%) were noncompliant in the 12-quarter time period.
- Twelve brands on the 2017 Q1 list (Table 2b) did not appear on the 12-quarter list (Table 2a).

Table 3: Number and percentage of age 2 to 20 alcohol advertising impressions¹ (in thousands) on the 25 programs with the largest number of noncompliant² impressions on cable TV – United States 2014 Q1 to 2016 Q4 and 2017 Q1

Ranked by Noncompliant Impressions 2014 Q1 through 2016 Q4			Ranked by Noncompliant Impressions 2017 Q1		
Cable Network:Program	Total Exposure (000)	Noncompliant Exposure (% of total exposure) (000)	Cable Network:Program	Total Exposure (000)	Noncompliant Exposure (% of total exposure) (000)
FX:FX MOVIE PRIME	654,542	180,300 (27.5%)	ENT:KEEPING UP KARDASHIANS	12,958	2,276 (17.6%)
TRU:TRUTV TOP FUNNIEST	569,365	161,860 (28.4%)	FX:FX MOVIE LATE	4,571	2,088 (45.7%)
FX:FX MOVIE PRIME	1,491,687	147,002 (9.9%)	VH1:LOVE & HIP HOP ATLANTA 4	2,623	1,814 (69.1%)
BET:BET MOVIE OF THE WEEK	402,944	102,812 (25.5%)	ESPNU:COLLEGE BKBL REG SSN	2,761	1,736 (62.9%)
ESQ:AMERICAN NINJA WARRIOR	167,042	100,337 (60.1%)	VH1:R&R PICTURE SHOWS	19,772	1,699 (8.6%)
VH1:R&R PICTURE SHOWS	308,833	99,604 (32.3%)	FX:FX MOVIE LATE	20,157	1,221 (6.1%)
CMDY:COMEDY CENTRAL MOVIE	637,845	94,272 (14.8%)	ESPNU:COLLEGE BKBL REG SSN L	7,510	1,175 (15.6%)
SPIKE:SPIKE TV MOVIE	1,121,117	62,421 (5.6%)	FUSE:MOESHA	1,996	1,032 (51.7%)
ESPN:SPORTSCENTER MORNING	618,390	61,049 (9.9%)	ESPNU:ESPN ORIGINAL DOCUMENTARY	1,982	987 (49.8%)
FX:FX MOVIE LATE	386,698	56,907 (14.7%)	BET:NEW EDITION STORY_ THE	3,649	867 (23.8%)
ENT:KEEPING UP KARDASHIANS	257,845	56,472 (21.9%)	APL:RIVER MONSTERS	5,076	767 (15.1%)
FX:FX MOVIE WKND AFTERNOON	380,890	56,062 (14.7%)	SCI:MYTHBUSTERS	8,627	745 (8.6%)
TRU:CARONARO EFFECT_ THE	170,678	55,584 (32.6%)	NBAT:NBA GAMETIME	3,019	735 (24.3%)
TRU:WORLDS DUMBEST	268,762	51,080 (19.0%)	CMT:CMT MOVIES	11,730	705 (6.0%)
TRU:ADAM RUINS EVERYTHING	64,250	49,585 (77.2%)	ESPNU:DAN LE BATARD SHOW L	1,317	665 (50.4%)
TRU:IMPRACTICAL JOKERS	72,701	45,748 (62.9%)	ENT:MOVIES WE LOVE	10,478	644 (6.1%)
SCI:MYTHBUSTERS	140,896	45,579 (32.3%)	NBAT:NBA GAMETIME LIVE	4,986	643 (12.9%)
FX:SIMPSONS	104,818	44,006 (42.0%)	NBAT:NBA REGULAR SEASON RE-AIR	1,621	611 (37.7%)
NGC:BRAIN GAMES	93,501	42,841 (45.8%)	ESPNU:SPORTSCENTERU	1,341	607 (45.2%)
TRU:SOUTH BEACH TOW	97,498	36,588 (37.5%)	NBAT:STARTERS P_ THE	1,052	578 (54.9%)
TRU:HACK MY LIFE	45,597	32,386 (71.0%)	FUSE:MOVIES	2,831	574 (20.3%)
SYFY:SYFY MOVIE	710,661	30,033 (4.2%)	FS1:UNDISPUTED	1,663	517 (31.1%)
FX:FX MOVIE LATE	107,465	27,641 (25.7%)	FUSE:SISTER_SISTER	964	471 (48.9%)
CMDY:TOSH.O	214,129	26,012 (12.1%)	ESPN:HIGHLY QUESTIONABLE	5,659	469 (8.3%)
ESPN:SPORTSCENTER MORNING L	264,287	25,177 (9.5%)	ESPN:SPORTSNATION L	2,917	445 (15.3%)
Top 25 Programs	9,352,439	1,691,363	Top 25 Programs	141,261	24,069
Remaining 12,341 programs	38,919,342	2,675,211	Remaining 2,529 programs	2,058,775	21,497
All Programs	48,271,781	4,366,574	All Programs	2,200,036	45,565
Top 25 Programs as a Percent of All Programs	19.4%	38.7%	Top 25 Programs as a Percent of All Programs	6.4%	52.8%

Source: Nielsen 2014-2017

¹Impressions were the total number of impressions for persons ages 2 to 20, including multiple viewings of an ad by a single individual. Impressions were reported in thousands (x1,000).

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

NOTE: Programs with the designation "L" appended to their name indicate that the advertisement appeared on the "live" telecast as opposed to a later repetition of the telecast.

Numbers may not add to totals due to rounding.

Key Findings from Table 3:

- The 25 cable programs with the largest number of noncompliant alcohol advertising impressions accounted for nearly 2 in 5 (38.7%) of all noncompliant impressions on cable TV programs during the 12-quarter period, and more than half (52.8%) in 2017 Q1.
- Nine of the 25 programs with the largest number of noncompliant impressions over the 12-quarter period were programs that broadcast televised movies (*FX Movie Prime*, *FX Movie Prime*, *CMDY Comedy Central Movie*, *BET Movie of the Week*, *SPIKE TV Movie*, *FX Movie Late*, *FX Movie Wknd Afternoon*, *FX Movie Late*, and *SYFY Movie*). These nine movie programs accounted for 17.3% of all noncompliant exposure that occurred between 2014 Q1 and 2016 Q4.
- Twenty of the 25 programs on the 2017 Q1 list were *not* in the preceding 12-quarter list.
- The five cable programs that were responsible for high levels of noncompliant exposure in the most recent quarter and in the preceding 12 quarters included: *ENT:Keeping Up Kardashians*, *FX:FX Movie Late*, *VH1:R&R Picture Shows*, *FX:FX Movie Late*, and *SCI:Mythbusters*.
- All 25 programs in the 12-quarter list were serially noncompliant programs as defined by the no-buy list criteria, and 22 of the 25 programs on the 2017 Q1 no-buy list were serially noncompliant programs.

Table 4: Number and percentage of age 2 to 20 alcohol advertising impressions¹ (in thousands) on the 25 cable TV network dayparts² with the largest number of noncompliant³ impressions – United States 2014 Q1 to 2016 Q4 and 2017 Q1

Ranked by Noncompliant Impressions 2014 Q1 through 2016 Q4			Ranked by Noncompliant Impressions 2017 Q1		
Cable Network:Daypart	Total Exposure (000)	Noncompliant Exposure (% of total exposure) (000)	Cable Network:Daypart	Total Exposure (000)	Noncompliant Exposure (% of total exposure) (000)
TRU:Overnight	605,785	296,675 (49.0%)	FXX:Overnight	11,438	2,553 (22.3%)
TRU:Prime	631,680	182,078 (28.8%)	ESPNU:Overnight	4,417	1,731 (39.2%)
VH1:Prime	728,668	109,036 (15.0%)	NBAT:Overnight	9,756	1,697 (17.4%)
ESPN:Overnight	1,799,132	107,927 (6.0%)	ESPNU:MF_Morn_05_10	2,485	1,601 (64.4%)
FXX:Prime	403,449	105,541 (26.2%)	VH1:Prime	27,864	1,288 (4.6%)
FX:Overnight	879,837	94,985 (10.8%)	FX:Overnight	30,658	1,246 (4.1%)
FXX:Overnight	372,622	91,733 (24.6%)	VH1:WE_Day_10_16	9,022	1,084 (12.0%)
CMDY:Overnight	715,502	82,927 (11.6%)	FS1:Overnight	3,085	1,053 (34.1%)
FX:Prime	1,227,396	74,687 (6.1%)	ESPNU:MF_Day_10_16	3,070	1,001 (32.6%)
BET:Prime	269,232	70,469 (26.2%)	ESPNU:Prime	5,146	962 (18.7%)
VH1:Overnight	229,548	67,228 (29.3%)	VH1:Overnight	9,927	921 (9.3%)
CMDY:Prime	614,328	64,177 (10.4%)	ENT:MF_EF_16_18	2,527	903 (35.7%)
ESPN:MF_Morn_05_10	565,794	59,909 (10.6%)	ENT:MF_Day_10_16	3,887	867 (22.3%)
NBAT:Overnight	175,143	53,209 (30.4%)	BET:PrimeAccess	2,701	749 (27.7%)
FXX:PrimeAccess	139,117	53,086 (38.2%)	ESPN:MF_EF_16_18	19,024	692 (3.6%)
ESQ:Prime	184,745	49,742 (26.9%)	FUSE:Overnight	1,777	672 (37.8%)
TRU:MF_EF_16_18	140,385	47,227 (33.6%)	NBAT:PrimeAccess	2,935	663 (22.6%)
SPIKE:Overnight	795,518	45,270 (5.7%)	ENT:WE_Day_10_16	5,040	646 (12.8%)
FXX:MF_EN_18_19	104,702	42,934 (41.0%)	FUSE:WE_Day_10_16	1,000	587 (58.7%)
BET:Overnight	198,924	42,013 (21.1%)	SCI:Prime	13,603	581 (4.3%)
FX:WE_Day_10_16	327,769	38,770 (11.8%)	ESQ:Overnight	1,901	581 (30.6%)
ESQ:Overnight	115,034	38,133 (33.1%)	APL:PrimeAccess	6,438	539 (8.4%)
TRU:MF_LN_23_2330	77,968	36,269 (46.5%)	ESPNU:MF_EF_16_18	1,128	525 (46.6%)
TRU:WE_Day_10_16	206,830	34,824 (16.8%)	ESPNU:WE_Morn_05_10	1,131	514 (45.4%)
CMDY:PrimeAccess	209,138	34,671 (16.6%)	NBCSN:Overnight	3,071	507 (16.5%)
Top 25 Network Dayparts	11,718,247	1,923,520	Top 25 Network Dayparts	183,031	24,164
Remaining 983 Network Dayparts	36,553,535	2,443,054	Remaining 805 Network Dayparts	2,017,004	21,402
All Network Dayparts	48,271,781	4,366,574	All Network Dayparts	2,200,036	45,565
Top 25 Network Dayparts Percent of All Network Dayparts	24.3%	44.1%	Top 25 Network Dayparts Percent of All Network Dayparts	8.3%	53.0%

Source: Nielsen 2014-2017

¹Age 2 to 20 alcohol advertising impressions were the total number of underage advertising impressions, also referred to as total exposure. Reported in thousands (x1,000).

²A network daypart is a particular time of day on a given television network (e.g. Prime Time ("Prime"), which runs from 8PM to 10:59PM). A complete list of network abbreviations and dayparts is provided in the Appendix.

³A noncompliant advertisement was one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Noncompliant exposure was the total number of age 2 to 20 advertising impressions resulting from noncompliant advertisements.

NOTE: These network dayparts have been listed independent of the programs listed in Table 3.

Numbers may not add to totals due to rounding.

Key Findings from Table 4:

- The 25 network dayparts on cable television that generated the largest number of noncompliant alcohol advertising impressions accounted for more than 2 in 5 (44.1%) of the noncompliant exposures on cable network dayparts during the 12-quarter period, and more than half (53.0%) during 2017 Q1.
- Ten networks accounted for all of the highest-ranking network daypart combinations on the 12-quarter no-buy list: BET, CMDY, ESPN, ESQ, FX, FXX, NBAT, SPIKE, TRU, and VH1.
- The cable network dayparts that generated high levels of noncompliant exposure in the most recent single quarter but were *not* in the preceding 12-quarter list were predominantly sports networks: ESPNU, NBAT, FS1, NBCSN, and ESPN.
- There is overlap between the 12-quarter list of programs in Table 3 and the 12-quarter list of network dayparts in Table 4. About 1 billion (54.4%) non-compliant impressions generated by the 25 highest-ranked network dayparts were broadcast on programs listed in Table 3 (data not shown).

SUMMARY AND RECOMMENDATIONS

In the 2-year period ending in 2017 Q1, youth under the legal drinking age saw 2.3 billion noncompliant alcohol advertising impressions, about 1 out of every 14 alcohol advertising impressions viewed on cable TV by youth. However, in 2017 Q1 total underage exposure declined by 12.6% while noncompliant exposure declined by 55.4%. In contrast to previous years, total underage exposure over the two-year period also declined.

Compared to previous reports, there were fewer overlapping programs on the 12-quarter and the single quarter no-buy lists. Yet, 81.3% of noncompliant impressions in 2017 Q1 occurred on serially noncompliant programs. Alcohol industry codes require a post-audit of advertising placements to identify programs and dayparts that resulted in noncompliant exposure.¹²⁻¹⁵ The findings of this quarterly report indicate that noncompliant alcohol advertising exposure is highly concentrated on a relatively small number of programs and networks. In fact, advertisers could increase the likelihood that future ad placements comply with the current advertising guidelines by not advertising on the programs and the network dayparts on both the 12 quarter *and* the single quarter no-buy lists.

Nonetheless, advertisers could 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.^{21,22} Similarly, the audience composition limit for programs with small audiences, such as low-rated programs, may have more fluctuation in their audience composition due to low sample size. Alcohol companies could consider using a higher adult audience composition threshold, in other words, use a stricter standard for their placements on low-rated programs to increase the likelihood that placements are compliant. This is consistent with recommendations of the FTC in their 2014 report (see Executive Summary page iii Recommendation 1a).¹⁹

The no-buy lists described in this report can also be used in combination. For example, ads might be placed on the FXX network during prime time, but not on the *Simpsons* program. Advertisers could also request that no alcohol ads be placed on ESPNU, due to high levels of noncompliant exposure on that network.

Many of the programs that are generating noncompliant exposure are televised movies, such as *FX Movie Prime*, *BET Movie of the Week*, *FX Movie Late*, *FXX Movie Prime*, *SYFY Movie*, *ENT Movies We Love*, etc. The audience for a televised movie varies depending on the movie itself, and thus special consideration may need to be taken to avoid noncompliant advertising during televised movies. Future research may examine noncompliant 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 noncompliant 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 reducing and preventing alcohol consumption and alcohol-related harms among youth in the United States.

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APPENDIX

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

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
NETWORK ABBREVIATION	NETWORK TITLE	MSNBC	MSNBC
BOOM	BOOMERANG	MTV	MTV
BRVO	BRAVO	MTV2	MTV2
CNTRC	CENTRIC	NGWD	NAT GEO WILD
CHIL	CHILLER	NGC	NATIONAL GEOGRAPHIC CHNL
CLOO	CLOO	NBAT	NBA-TV
CMT	CMT	NBCSN	NBC SPORTS NETWORK
CNBC	CNBC	NFLN	NFL NETWORK
CNN	CNN	NKJR	NICK JR
CMDY	COMEDY CENTRAL	NAN	NICK-AT-NITE
CC	COOKING CHANNEL	NICK	NICKELODEON
DAM	DESTINATION AMERICA	NKTNS	NICKTOONS
DISC	DISCOVERY CHANNEL	OWN	OPRAH WINFREY NETWORK
DFC	DISCOVERY FAMILY CHANNEL	OVTN	OVATION
DLIF	DISCOVERY LIFE CHANNEL	OXYG	OXYGEN MEDIA
DXD	DISNEY XD	POP	POP
DIY	DIY NETWORK	REAL	REAL
ENT	E!	RLZC	REELZCHANNEL
REY	EL REY	RFD	RFD-TV
ESPN	ESPN	SCI	SCIENCE
ESPCL	ESPN CLASSIC	SMTN	SMITHSONIAN
ESPN2	ESPN2	SOAP	SOAP
ENN	ESPNEWS	SPIKE	SPIKE TV
ESPNU	ESPNU	SPRT	SPROUT
ESQ	ESQUIRE NETWORK	SUND	SUNDANCE TV
FOOD	FOOD NETWORK	SYFY	SYFY
FBN	FOX BUSINESS NETWORK	TBS	TBS
FOXNC	FOX NEWS CHANNEL	TBSC	TBS NETWORK
FRFM	FREEFORM	TNNK	TEENNICK
FS1	FOX SPORTS 1	TOON	THE CARTOON NETWORK
FS2	FOX SPORTS 2	TWC	THE WEATHER CHANNEL
FSOC	FSOC	TLC	TLC
FUSE	FUSE	TRAV	TRAVEL CHANNEL
FX	FX	TRU	TRUTV
FXM	FX MOVIE CHANNEL	TNT	TURNER NETWORK TELEVISION
FXX	FXX	TVL	TV LAND
FYI	FYI	TV1	TV ONE
G4	G4	UP	UP
GOLF	GOLF CHANNEL	USA	USA NETWORK
GAC	GREAT AMERICAN COUNTRY	VEL	VELOCITY
GSN	GSN	VH1	VH1
H2	H2	VH1C	VH1 CLASSIC
HALL	HALLMARK CHANNEL	WETV	WETV
HMM	HALLMARK MOVIES & MYSTERIES	WGNA	WGN AMERICA
HIST	HISTORY		