

# Alcohol Advertising Compliance on Cable Television, July–December (Q3–Q4) 2017



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## BACKGROUND

Excessive alcohol consumption contributes to an average of 4,350 deaths among people under age 21 each year,<sup>1</sup> and is associated with many other health risk behaviors, including smoking, physical fighting, and high-risk sexual activity.<sup>2-8</sup> At least 25 longitudinal studies have 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.<sup>9-11</sup>

To help limit youth exposure to alcohol advertising, the alcohol industry has established voluntary guidelines for the placement of alcohol advertising on television that require ads to be placed only on programs with an underage audience (i.e., under age 21) that is less than 28.4% of the total audience.<sup>12-15</sup> However, an analysis by Ross et al. found that, from 2005 through 2012, underage youth were exposed 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.<sup>16</sup>

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.<sup>17-19</sup> 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 dayparts);

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## Table of Contents

Background.....	1
Methods.....	2
Results.....	4
Table 1a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) on cable TV assessed by quarter, United States – 2016 Q1 to 2017 Q4 .....	4
Table 1b: Percent annual change in total and noncompliant alcohol advertising exposures (measured in impressions) on cable TV by quarter, United States – 2016 Q1 to 2017 Q4 ...	4
Table 2a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) for the 25 alcohol brands with the most noncompliant exposure on cable TV – United States, 2014 Q3 through 2017 Q2 .....	5
Table 2b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) for the 25 alcohol brands with the most noncompliant exposure on cable TV – United States, 2017 Q3 and 2017 Q4 .....	6
Table 3a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) on the 25 no-buy programs with the most noncompliant exposure on cable TV – United States, 2014 Q3 through 2017 Q2 .....	7
Table 3b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) on the 25 no-buy programs with the most noncompliant exposure on cable TV – United States, 2017 Q3 and 2017 Q4.....	8
Table 4a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) on the 25 no-buy network dayparts with the most noncompliant exposure on cable TV – United States, 2014 Q3 through 2017 Q2 .....	9
Table 4b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) on the 25 no-buy network dayparts with the most noncompliant exposure on cable TV – United States, 2017 Q3 and 2017 Q4 .....	10
Summary and Recommendations.....	11
References .....	12
Appendix .....	13

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or programs that were known to have a small number of adult viewers (i.e., low-rated).<sup>16</sup> 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.<sup>16</sup>

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 generated high levels of noncompliant exposure.

## METHODS

### *Data Sources*

Cable TV alcohol advertising and audience data were sourced from Nielsen Ad Intel service (2018 © The Nielsen Company, New York, NY, data from 2014-2017 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. 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 assess the impact of various criteria on reducing noncompliant exposure. In addition, the ordering of the criteria aligns with the alcohol industry’s current recommendations for conducting post-audits to assess compliance with the voluntary guidelines as a basis for planning corrective measures.<sup>15,16</sup>

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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 (2016 Q1 – 2017 Q4). 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.

*Table 2 – Brands with the Most Noncompliant Exposure*

Since alcohol advertising is typically purchased for individual brands, we reported the 25 brands that generated the most noncompliant exposure over the 12-quarter period from 2014 Q3 through 2017 Q2 (Table 2a), as well as the two most recent quarters, 2017 Q3 and 2017 Q4 (Table 2b). We used three different time periods 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 analyzed noncompliant alcohol advertising for the two most recent quarters separately.

*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,<sup>17,18,20</sup> and the FTC's 2014 report indicated that 11 of the 14 alcohol companies queried for that report had such lists in place.<sup>20</sup>

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 programs that generated the most noncompliant exposure during the past 12 quarters (Table 3a) and separately, the 25 programs in the two most recent quarters that generated the most noncompliant exposure (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 lists for the most recent quarters 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 all three 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 network dayparts that generated the most noncompliant exposure. We assessed, independently from the program list, the 25 highest-ranked network dayparts for the past 12 quarters (Table 4a), and for the two most recent single quarters separately (Table 4b). For each network daypart we reported the total number of underage exposures, noncompliant exposure, and the percent of total underage exposure that was noncompliant.

## RESULTS

**Table 1a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on cable TV assessed by quarter, United States – 2016 Q1 to 2017 Q4**

Time Period	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)	Noncompliant <sup>2</sup> Exposure (000) by Type (% of noncompliant exposure)		
			Serially Noncompliant <sup>3</sup>	High-Risk Network Dayparts <sup>4</sup>	Low-Rated <sup>5</sup>
<b>Year 1</b>					
2016Q1	2,517,483	102,140 (4.1%)	79,539 (77.9%)	19,282 (18.9%)	3,319 (3.2%)
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%)
<b>Total Year 1</b>	<b>16,399,858</b>	<b>718,667 (4.4%)</b>	<b>526,498 (73.3%)</b>	<b>154,003 (21.4%)</b>	<b>38,166 (5.3%)</b>
<b>Year 2</b>					
2017Q1	2,200,036	45,565 (2.1%)	37,035 (81.3%)	5,219 (11.5%)	3,312 (7.3%)
2017Q2	4,557,675	117,444 (2.6%)	91,400 (77.8%)	12,101 (10.3%)	13,943 (11.9%)
2017Q3	4,039,666	117,848 (2.9%)	93,975 (79.7%)	13,387 (11.4%)	10,485 (8.9%)
2017Q4	3,876,088	69,936 (1.8%)	48,271 (69.0%)	10,844 (15.5%)	10,822 (15.5%)
<b>Total Year 2</b>	<b>14,673,464</b>	<b>350,793 (2.4%)</b>	<b>270,681 (77.2%)</b>	<b>41,550 (11.8%)</b>	<b>38,562 (11.0%)</b>
<b>Total Years 1-2</b>	<b>31,073,322</b>	<b>1,069,460 (3.4%)</b>	<b>797,179 (74.5%)</b>	<b>195,553 (18.3%)</b>	<b>76,728 (7.2%)</b>

**Table 1b: Percent annual change in total and noncompliant<sup>2</sup> alcohol advertising exposures (measured in impressions<sup>1</sup>) on cable TV by quarter, United States – 2016 Q1 to 2017 Q4**

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Noncompliant <sup>2</sup> Exposure
Q1	-12.6%	-55.4%
Q2	-12.6%	-50.3%
Q3	-9.4%	-45.4%
Q4	-7.8%	-57.4%
<b>Total</b>	<b>-10.5%</b>	<b>-51.2%</b>

Source: Nielsen 2015-2017

<sup>1</sup>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).

<sup>2</sup>A 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.

<sup>3</sup>Exposure resulting from placement of advertisements on the same programs that were found to produce noncompliant advertisements in the prior calendar year.

<sup>4</sup>Exposure 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.

<sup>5</sup>Exposure resulting from placement of advertisements on cable television programs with an adult rating (ages 21 and older) less than 0.50 (less than approximately 1 million adult viewers).

NOTE: Each category of noncompliant exposure (e.g., serially noncompliant) was sequentially evaluated in the order presented (footnotes 3-5), 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 31.1 billion alcohol advertising exposures on cable TV during the 2-year period from 2016 Q1 through 2017 Q4. About 1.1 billion (3.4%) of these exposures were due to alcohol advertising 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 4.8% in 2016 Q3 to 1.8% in 2017 Q4.
- During the 2-year period, all of the noncompliant alcohol advertising exposures met one of the three sequentially-evaluated and mutually-exclusive criteria (i.e., serially noncompliant, high-risk network daypart, or low-rated).
- Serially noncompliant programs were responsible for 74.5% of all noncompliant exposure over the 2-year period; high-risk network dayparts were responsible for 18.3%; and low-rated programs were responsible for 7.2%.
- Taken together, advertising on serially noncompliant programs and advertising on high-risk network dayparts accounted for more than 9 out of every 10 noncompliant exposures in both Year 1 and Year 2.
- Total youth advertising exposure decreased by 10.5%, from 16.4 billion impressions in Year 1 to 14.7 billion impressions in Year 2, and noncompliant exposure decreased by 51.2%, from 719 million impressions in Year 1 to 351 million impressions in Year 2.
- Comparing matching quarters in Year 2 to Year 1, noncompliant alcohol advertising exposure on cable TV decreased by 55.4% in Q1 of 2017 relative to Q1 of 2016; decreased by 50.3% in Q2 of 2017 relative to Q2 of 2016; decreased by 45.4% in Q3 of 2017 relative to Q3 of 2016; and decreased by 57.4% in Q4 of 2017 relative to Q4 of 2016.

**Table 2a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>)  
for the 25 alcohol brands with the most noncompliant<sup>2</sup> exposure on cable TV  
– United States, 2014 Q3 through 2017 Q2**

**Ranked by Noncompliant<sup>2</sup> Exposure  
2014 Q3 through 2017 Q2**

<b>Brand</b>	<b>Total Exposure (000)</b>	<b>Noncompliant<sup>2</sup> Exposure (000) (% of total exposure)</b>
Bud Light	2,189,439	199,615 (9.1%)
Corona Extra Beer	2,403,643	186,883 (7.8%)
Redds Brewing Company Beverages	1,964,462	181,474 (9.2%)
Strongbow Hard Cider	1,545,202	138,368 (9.0%)
Bud Light Lime-a-Rita	1,398,238	137,638 (9.8%)
Heineken Premium Lite Lager	1,454,349	122,623 (8.4%)
Budweiser Beer	1,140,480	121,228 (10.6%)
Heineken Beer	1,315,840	119,175 (9.1%)
Miller Lite	1,950,598	118,312 (6.1%)
Samuel Adams Beers	1,173,377	117,600 (10.0%)
Disaronno Originale Amaretto	530,836	116,090 (21.9%)
Dos Equis Beer	1,526,332	111,295 (7.3%)
Bacardi Rums	928,434	103,604 (11.2%)
Samuel Adams Boston Lager	821,013	91,913 (11.2%)
Bud Light Lime	726,518	82,812 (11.4%)
Michelob Ultra Light Beer	1,236,464	81,135 (6.6%)
Angry Orchard Hard Ciders	1,065,820	80,102 (7.5%)
Smith and Forge Hard Cider	705,865	64,497 (9.1%)
Coors Light	1,566,617	63,487 (4.1%)
Twisted Tea Malt Beverage	608,333	58,774 (9.7%)
Hennessy Cognacs	480,770	53,399 (11.1%)
Jose Cuervo Especial Tequila	523,911	53,067 (10.1%)
Stella Artois Beer	589,247	48,379 (8.2%)
Modelo Especial Beer	1,020,659	43,083 (4.2%)
Dewar's White Label Scotch Whiskey	444,060	37,844 (8.5%)
<b>Top 25 Brands</b>	<b>29,310,508</b>	<b>2,532,396</b>
<b>Remaining 177 Brands</b>	<b>18,864,213</b>	<b>1,152,812</b>
<b>All Brands</b>	<b>48,174,721</b>	<b>3,685,208</b>
<b>Top 25 as a Percent of All Brands</b>	<b>60.8%</b>	<b>68.7%</b>

Source: Nielsen 2014-2017

<sup>1</sup>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).

<sup>2</sup>A 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: Alcohol brands are ranked based on noncompliant alcohol advertising exposure.

Numbers may not add to totals due to rounding.

**Table 2b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) for the 25 alcohol brands with the most noncompliant<sup>2</sup> exposure on cable TV – United States, 2017 Q3 and 2017 Q4**

Ranked by Noncompliant <sup>2</sup> Exposure 2017 Q3			Ranked by Noncompliant <sup>2</sup> Exposure 2017 Q4		
Brand	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)	Brand	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)
Bud Light Lime-a-Rita	192,390	9,924 (5.2%)	Disaronno Originale Amaretto	132,874	8,881 (6.7%)
Miller Lite	220,567	9,512 (4.3%)	Samuel Adams Beers	173,493	5,438 (3.1%)
Corona Extra Beer	315,272	8,794 (2.8%)	Angry Orchard Hard Ciders	165,635	4,762 (2.9%)
Budweiser Beer	142,196	7,048 (5.0%)	Heineken Beer	135,744	4,137 (3.0%)
Heineken Beer	91,752	6,996 (7.6%)	Strongbow Hard Cider	142,810	3,373 (2.4%)
Redds Brewing Company Beverages	137,638	6,144 (4.5%)	Modelo Especial Beer	188,492	3,214 (1.7%)
Heineken Premium Lite Lager	83,603	5,475 (6.5%)	Corona Extra Beer	186,456	2,709 (1.5%)
Coors Light	178,491	4,327 (2.4%)	Bud Light Lime-a-Rita	62,262	2,607 (4.2%)
Modelo Especial Beer	134,123	4,301 (3.2%)	Miller Lite	113,463	2,444 (2.2%)
Samuel Adams Summer Ale	65,946	4,195 (6.4%)	Skyvodka	94,822	2,075 (2.2%)
Tecate Light Beer	62,805	3,942 (6.3%)	Dos Equis Beer	114,545	2,056 (1.8%)
Bud Light	158,877	3,403 (2.1%)	Michelob Ultra Light Beer	125,425	1,754 (1.4%)
Dos Equis Beer	124,370	3,293 (2.6%)	Yellow Tail Wines	63,378	1,640 (2.6%)
Busch	69,644	2,930 (4.2%)	Jose Cuervo Especial Tequila	47,096	1,625 (3.5%)
Samuel Adams Beers	35,980	2,596 (7.2%)	Budweiser Amber Lager	49,997	1,571 (3.1%)
Goose Island Beers	56,749	2,342 (4.1%)	Bud Light	80,989	1,424 (1.8%)
Stella Artois Beer	147,728	2,298 (1.6%)	Korbel California Champagnes	48,988	1,383 (2.8%)
Michelob Ultra Light Beer	214,911	2,203 (1.0%)	1800 Silver Tequila	29,609	1,317 (4.4%)
Strongbow Hard Cider	95,733	2,031 (2.1%)	Crown Royal Vanilla Canadian Whiskey	41,174	1,170 (2.8%)
Multiple Brands from Mike's Beverages	71,283	1,914 (2.7%)	Sam Adams Octoberfest	53,394	1,041 (1.9%)
Captain Morgan Rums	57,777	1,797 (3.1%)	Busch	69,250	928 (1.3%)
Herradura Tequila	52,595	1,635 (3.1%)	Jack Daniels Tennessee Honey	16,222	894 (5.5%)
Blue Moon Brewing Company Beers	82,988	1,448 (1.7%)	Coors Light	114,776	848 (0.7%)
1800 Silver Tequila	47,352	1,448 (3.1%)	Ciroc Flavored Vodkas	23,751	815 (3.4%)
Bacardi Rums	53,338	1,168 (2.2%)	Stella Artois Beer	131,862	733 (0.6%)
<b>Top 25 Brands</b>	<b>2,894,109</b>	<b>101,163</b>	<b>Top 25 Brands</b>	<b>2,406,506</b>	<b>58,840</b>
<b>Remaining 59 Brands</b>	<b>1,145,556</b>	<b>16,685</b>	<b>Remaining 59 Brands</b>	<b>1,469,582</b>	<b>11,096</b>
<b>All Brands</b>	<b>4,039,666</b>	<b>117,848</b>	<b>All Brands</b>	<b>3,876,088</b>	<b>69,936</b>
<b>Top 25 as a Percent of All Brands</b>	<b>71.6%</b>	<b>85.8%</b>	<b>Top 25 as a Percent of All Brands</b>	<b>62.1%</b>	<b>84.1%</b>

Source: Nielsen 2017

<sup>1</sup>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).

<sup>2</sup>A 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: Alcohol brands are ranked based on noncompliant alcohol advertising exposure.

Numbers may not add to totals due to rounding.

### Key Findings from Table 2a and 2b:

- The 25 alcohol brands with the most noncompliant alcohol advertising exposure were responsible for approximately two-thirds (68.7%) of all noncompliant exposure in the 12-quarter period, 85.8% in 2017 Q3, and 84.1% in 2017 Q4.
- Brands varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 21.9% to 4.1% during the 12-quarter period, 7.6% to 1.0% in 2017 Q3, and 6.7% to 0.6% in 2017 Q4.
- Twelve brands continue to generate large amounts of noncompliant exposure and appeared in the 12-quarter list (Table 2a) as well as both single-quarter lists, 2017 Q3 and 2017 Q4 (Table 2b). These brands include Bud Light, Corona Extra Beer, Strongbow Hard Cider, Bud Light Lime-a-Rita, Heineken Beer, Miller Lite, Samuel Adams Beers, Dos Equis Beer, Michelob Ultra Light Beer, Coors Light, Stella Artois Beer, and Modelo Especial Beer.
- Busch and 1800 Silver Tequila generated large amounts of noncompliant exposure in both 2017 Q3 and 2017 Q4, but did not appear on the 12-quarter list in Table 2a.
- Youth were exposed to more noncompliant advertising during 2017 Q3 (4 billion noncompliant exposures) than 2017 Q4 (3.9 billion noncompliant exposures).

**Table 3a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy programs with the most noncompliant<sup>2</sup> exposure on cable TV – United States, 2014 Q3 through 2017 Q2**

**Ranked by Noncompliant<sup>2</sup> Exposure  
2014 Q3 through 2017 Q2**

<b>Cable Network:Program</b>	<b>Total Exposure (000)</b>	<b>Noncompliant<sup>2</sup> Exposure (000) (% of total exposure)</b>
TRU:TRUTV TOP FUNNIEST	534,965	156,091 (29.2%)
FXX:FXX MOVIE PRIME	637,204	142,839 (22.4%)
VH1:R&R PICTURE SHOWS	370,081	108,339 (29.3%)
BET:BET MOVIE OF THE WEEK	437,861	100,172 (22.9%)
ESQ:AMERICAN NINJA WARRIOR	151,331	91,556 (60.5%)
FX:FX MOVIE PRIME	1,405,980	82,900 (5.9%)
CMDY:COMEDY CENTRAL MOVIE	644,440	71,531 (11.1%)
TRU:ADAM RUINS EVERYTHING	64,250	49,585 (77.2%)
SPIKE:SPIKE TV MOVIE	1,193,049	49,457 (4.1%)
ENT:KEEPING UP KARDASHIANS	263,921	49,287 (18.7%)
FXX:SIMPSONS	114,531	46,732 (40.8%)
SCI:MYTHBUSTERS	159,328	46,388 (29.1%)
TRU:CARBONARO EFFECT_ THE	151,273	44,883 (29.7%)
FX:FX MOVIE WKND AFTERNOON	371,813	44,598 (12.0%)
ESPN:SPORTSCENTER MORNING	560,615	43,420 (7.7%)
TRU:WORLDS DUMBEST	231,138	42,209 (18.3%)
NGC:BRAIN GAMES	88,170	40,303 (45.7%)
FX:FX MOVIE LATE	398,023	38,949 (9.8%)
TRU:HACK MY LIFE	45,597	32,386 (71.0%)
TRU:IMPRACTICAL JOKERS	43,729	27,496 (62.9%)
SYFY:SYFY MOVIE	764,251	25,408 (3.3%)
CMDY:TOSH.O	246,895	24,141 (9.8%)
FXX:FXX MOVIE LATE	99,532	24,000 (24.1%)
VH1:LOVE & HIP HOP ATLANTA 4	110,814	23,790 (21.5%)
TRU:FAKE OFF	29,295	22,231 (75.9%)
<b>Top 25 Programs</b>	<b>9,118,086</b>	<b>1,428,689</b>
<b>Remaining 12,866 Programs</b>	<b>39,056,635</b>	<b>2,256,520</b>
<b>All Programs</b>	<b>48,174,721</b>	<b>3,685,208</b>
<b>Top 25 as a Percent of All Programs</b>	<b>18.9%</b>	<b>38.8%</b>

Source: Nielsen 2014-2017

<sup>1</sup>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).

<sup>2</sup>A 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.

Numbers may not add to totals due to rounding.

**Table 3b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy programs with the most noncompliant<sup>2</sup> exposure on cable TV – United States, 2017 Q3 and 2017 Q4**

Ranked by Noncompliant <sup>2</sup> Exposure 2017 Q3			Ranked by Noncompliant <sup>2</sup> Exposure 2017 Q4		
Cable Network:Program	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)	Cable Network:Program	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)
FXX:FXX MOVIE PRIME	67,673	13,429 (19.8%)	VH1:R&R PICTURE SHOWS	61,652	5,886 (9.5%)
VH1:R&R PICTURE SHOWS	41,800	5,796 (13.9%)	BET:BET MOVIE OF THE WEEK	50,591	2,367 (4.7%)
ESPN:TOP 25 CFB GAMES OF YEAR	8,792	3,969 (45.1%)	FXX:FXX MOVIE PRIME	38,297	2,228 (5.8%)
ENT:MOVIES WE LOVE	40,673	3,844 (9.5%)	ENT:KEEPING UP KARDASHIANS	29,459	1,678 (5.7%)
FXX:SIMPSONS	12,369	3,295 (26.6%)	ESPN:COLLEGE FOOTBALL REPEAT	5,823	1,605 (27.6%)
FUSE:MOESHA	4,932	3,249 (65.9%)	SCI:MYTHBUSTERS	21,768	1,576 (7.2%)
BBCA:MAN VS WILD	7,217	3,014 (41.8%)	BET:MARTIN	19,781	1,492 (7.5%)
BET:BET MOVIE OF THE WEEK	45,053	2,924 (6.5%)	VH1:LOVE & HIP HOP ATLANTA 5	3,838	1,301 (33.9%)
FUSE:SISTER_SISTER	4,146	2,655 (64.0%)	BHER:MOVIE OF THE WEEK 2HR	8,455	1,250 (14.8%)
BET:MARTIN	24,513	2,415 (9.9%)	VH1:MTV WILD N OUT	1,427	1,233 (86.4%)
APL:TANKED	16,615	2,285 (13.8%)	FUSE:SISTER_SISTER	1,675	1,092 (65.2%)
FUSE:EVERYBODY HATES CHRIS	2,619	2,176 (83.1%)	FXM:FXM LATE MOVIE	4,120	1,040 (25.2%)
ESPN:SPORTSCENTER MORNING	43,923	1,971 (4.5%)	AMC:AMC FEARFEST	30,511	1,027 (3.4%)
CMDY:FUTURAMA	10,840	1,856 (17.1%)	FX:FX MOVIE LATE	25,922	1,001 (3.9%)
VH1:LOVE & HIP HOP HLLYWD 4	12,811	1,659 (12.9%)	FUSE:MOESHA	2,125	968 (45.6%)
SCI:MYTHBUSTERS	9,554	1,586 (16.6%)	FUSE:MOVIES	4,719	961 (20.4%)
ESPN:COLLEGE FOOTBALL LIVE	2,575	1,472 (57.2%)	FXX:SIMPSONS	8,875	955 (10.8%)
AMC:AMC MOVIE	84,261	1,455 (1.7%)	FUSE:SCRUBS	2,407	933 (38.8%)
NBAT:NBA GAMETIME	2,694	1,347 (50.0%)	REY:EL REY MOVIE	3,481	851 (24.4%)
FXX:FXX MOVIE FRINGE	4,235	1,218 (28.7%)	FX:FX MOVIE WKND AFTERNOON	21,455	834 (3.9%)
PAR:SPIKE TV MOVIE	155,251	1,175 (0.8%)	NBAT:NBA REGULAR SEASON RE-AIR	4,532	827 (18.3%)
BHER:MOVIE OF THE WEEK 2HR	5,353	1,141 (21.3%)	FUSE:TRIVIAL TAKEDOWN	943	808 (85.7%)
CMT:CMT MOVIES	28,279	1,108 (3.9%)	ESPN2:SPORTSCENTER MORNING	6,599	763 (11.6%)
MLBN:QUICK PITCH	8,963	1,076 (12.0%)	FXX:YOU'RE THE WORST	2,843	751 (26.4%)
VH1:FRESH PRINCE OF BEL-AIR	2,241	1,070 (47.8%)	NBAT:NBA TV MARQUEE MATCHUP	1,681	678 (40.3%)
<b>Top 25 Programs</b>	<b>647,383</b>	<b>67,185</b>	<b>Top 25 Programs</b>	<b>362,979</b>	<b>34,107</b>
<b>Remaining 3,421 Programs</b>	<b>3,392,283</b>	<b>50,663</b>	<b>Remaining 3,338 Programs</b>	<b>3,513,109</b>	<b>35,830</b>
<b>All Programs</b>	<b>4,039,666</b>	<b>117,848</b>	<b>All Programs</b>	<b>3,876,088</b>	<b>69,936</b>
<b>Top 25 as a Percent of All Programs</b>	<b>16.0%</b>	<b>57.0%</b>	<b>Top 25 as a Percent of All Programs</b>	<b>9.4%</b>	<b>48.8%</b>

Source: Nielsen 2017

<sup>1</sup>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).

<sup>2</sup>A 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.

Numbers may not add to totals due to rounding.

### Key Findings from Table 3a and 3b:

- The 25 cable programs with the largest number of noncompliant alcohol advertising exposures accounted for about 2 in 5 (38.8%) of all noncompliant exposures on cable TV programs during the 12-quarter period, 57.0% in 2017 Q3, and 48.8% in 2017 Q4.
- Programs varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 77.2% to 3.3% during the 12-quarter period, 83.1% to 0.8% in 2017 Q3, and 86.4% to 3.4% in 2017 Q4.
- Nine of the 25 programs with the most noncompliant exposures over the 12-quarter period were programs that broadcast televised movies (*BET Movie of the Week*, *CMDY Comedy Central Movie*, *FX Movie Late*, *FX Movie Prime*, *FX Movie Wknd Afternoon*, *FXX Movie Prime*, *SPIKE TV Movie* and *SYFY Movie*). These nine movie programs accounted for 15.7% of all noncompliant exposure that occurred between 2014 Q3 and 2017 Q2.
- All 25 programs in the 12-quarter list were serially noncompliant programs. On the 2017 Q3 no-buy list, 22 of the 25 programs were serially noncompliant programs, as well as 21 of the 25 programs on the 2017 Q4 no-buy list.
- Six cable programs were responsible for high levels of noncompliant exposure during all three time periods: *BET: BET Movie of the Week*, *FXX: FXX Movie Prime*, *FXX: Simpsons*, *SCI: Mythbusters*, *VH1: R&R Picture Shows* and *VH1: Love & Hip Hop*.



**Table 4a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy network dayparts<sup>2</sup> with the most noncompliant<sup>3</sup> exposure on cable TV  
— United States, 2014 Q3 through 2017 Q2**

**Ranked by Noncompliant<sup>3</sup> Exposure  
2014 Q3 through 2017 Q2**

<b>Cable Network:Daypart</b>	<b>Total Exposure (000)</b>	<b>Noncompliant<sup>3</sup> Exposure (000) (% of total exposure)</b>
TRU:Overnight	507,245	256,580 (50.6%)
TRU:Prime	507,219	153,266 (30.2%)
VH1:Prime	744,466	99,847 (13.4%)
FXX:Prime	396,973	86,488 (21.8%)
FXX:Overnight	368,026	77,312 (21.0%)
BET:Prime	291,776	68,821 (23.6%)
CMDY:Overnight	647,705	66,616 (10.3%)
FX:Overnight	850,458	66,219 (7.8%)
VH1:Overnight	255,255	65,527 (25.7%)
ESPN:Overnight	1,667,120	63,368 (3.8%)
CMDY:Prime	634,070	49,209 (7.8%)
FXX:PrimeAccess	142,947	48,786 (34.1%)
ESQ:Prime	173,248	45,883 (26.5%)
TRU:MF_EF_16_18	130,790	44,920 (34.3%)
NBAT:Overnight	169,091	44,056 (26.1%)
FX:Prime	1,181,551	43,477 (3.7%)
BET:Overnight	227,235	43,312 (19.1%)
ESPN:MF_Morn_05_10	518,656	42,041 (8.1%)
FXX:MF_EN_18_19	107,112	39,914 (37.3%)
SPIKE:Overnight	789,842	35,644 (4.5%)
VH1:WE_Day_10_16	141,548	32,316 (22.8%)
TRU:MF_LN_23_2330	65,059	32,186 (49.5%)
ESQ:WE_Day_10_16	82,440	32,155 (39.0%)
ESQ:Overnight	103,533	31,969 (30.9%)
TRU:WE_Day_10_16	179,068	28,766 (16.1%)
<b>Top 25 Network Dayparts</b>	<b>10,882,434</b>	<b>1,598,677</b>
<b>Remaining 1,023 Network Dayparts</b>	<b>37,292,287</b>	<b>2,086,531</b>
<b>All Network Dayparts</b>	<b>48,174,721</b>	<b>3,685,208</b>
<b>Top 25 as a Percent of All Network Dayparts</b>	<b>22.6%</b>	<b>43.4%</b>

Source: Nielsen 2014-2017

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

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

<sup>3</sup>A 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: These network dayparts have been listed independent of the programs listed in Table 3.

Numbers may not add to totals due to rounding.

**Table 4b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy network dayparts<sup>2</sup> with the most noncompliant<sup>3</sup> exposure on cable TV – United States, 2017 Q3 and 2017 Q4**

Ranked by Noncompliant <sup>3</sup> Exposure 2017 Q3			Ranked by Noncompliant <sup>3</sup> Exposure 2017 Q4		
Cable Network:Daypart	Total Exposure (000)	Noncompliant <sup>3</sup> Exposure (000) (% of total exposure)	Cable Network:Daypart	Total Exposure (000)	Noncompliant <sup>3</sup> Exposure (000) (% of total exposure)
FXX:Prime	44,322	7,635 (17.2%)	VH1:Overnight	24,136	4,205 (17.4%)
VH1:MF_Day_10_16	10,438	4,718 (45.2%)	VH1:Prime	66,874	3,823 (5.7%)
FXX:PrimeAccess	12,060	3,515 (29.1%)	FUSE:Overnight	4,782	2,366 (49.5%)
FUSE:Overnight	5,945	3,184 (53.6%)	NBAT:Overnight	17,757	1,952 (11.0%)
BET:Overnight	25,412	3,069 (12.1%)	BET:Overnight	27,725	1,540 (5.6%)
NBAT:Overnight	8,066	2,927 (36.3%)	BET:Prime	25,213	1,513 (6.0%)
VH1:Prime	39,838	2,578 (6.5%)	FUSE:MF_Day_10_16	1,993	1,330 (66.7%)
FXX:MF_EN_18_19	7,702	2,476 (32.1%)	FX:Overnight	46,427	1,234 (2.7%)
VH1:Overnight	22,892	2,324 (10.2%)	ENT:Overnight	16,520	1,224 (7.4%)
ESPNU:Overnight	4,680	2,212 (47.3%)	FXM:Overnight	5,323	1,173 (22.0%)
FXX:Overnight	32,566	2,200 (6.8%)	ESPN2:Overnight	16,581	1,097 (6.6%)
FXX:MF_EF_16_18	6,129	2,037 (33.2%)	FUSE:Prime	3,057	949 (31.0%)
BBCA:Overnight	14,207	2,037 (14.3%)	ESPNU:Overnight	4,141	946 (22.8%)
ESPN:Overnight	115,735	2,018 (1.7%)	FXX:Prime	24,515	938 (3.8%)
FUSE:Prime	3,879	1,659 (42.8%)	ESPNU:MF_Morn_05_10	1,870	921 (49.2%)
FX:Overnight	62,972	1,536 (2.4%)	FXX:PrimeAccess	9,738	913 (9.4%)
ESPN2:Overnight	13,773	1,354 (9.8%)	FXX:MF_EN_18_19	6,732	882 (13.1%)
FUSE:MF_Day_10_16	1,737	1,312 (75.6%)	FX:WE_Day_10_16	18,139	834 (4.6%)
FS1:MF_Morn_05_10	2,887	1,214 (42.1%)	NBAT:WE_Day_10_16	2,590	805 (31.1%)
ESPNU:WE_Day_10_16	4,666	1,214 (26.0%)	VH1:MF_Day_10_16	3,477	757 (21.8%)
IFC:Prime	19,028	1,162 (6.1%)	VH1:MF_EN_18_19	7,352	726 (9.9%)
CMT:Overnight	8,829	1,149 (13.0%)	VICE:Overnight	3,848	719 (18.7%)
ENT:Overnight	19,353	1,143 (5.9%)	VH1:WE_LN_23_2330	2,430	712 (29.3%)
FUSE:PrimeAccess	1,755	1,073 (61.1%)	VH1:MF_EF_16_18	5,033	706 (14.0%)
FS1:Overnight	8,220	1,036 (12.6%)	ESPNU:MF_Day_10_16	3,810	702 (18.4%)
<b>Top 25 Network Dayparts</b>	<b>497,090</b>	<b>56,784</b>	<b>Top 25 Network Dayparts</b>	<b>350,063</b>	<b>32,966</b>
<b>Remaining 843 Network Dayparts</b>	<b>3,542,575</b>	<b>61,064</b>	<b>Remaining 886 Network Dayparts</b>	<b>3,526,024</b>	<b>36,971</b>
<b>All Network Dayparts</b>	<b>4,039,666</b>	<b>117,848</b>	<b>All Network Dayparts</b>	<b>3,876,088</b>	<b>69,936</b>
<b>Top 25 as a Percent of All Network Dayparts</b>	<b>12.3%</b>	<b>48.2%</b>	<b>Top 25 as a Percent of All Network Dayparts</b>	<b>9.0%</b>	<b>47.1%</b>

Source: Nielsen 2017

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

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

<sup>3</sup>A 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: 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 4a and 4b:

- The 25 network dayparts on cable TV that generated the most noncompliant alcohol advertising exposures accounted for more than 2 in 5 (43.4%) of the non-compliant exposures on cable network dayparts during the 12-quarter period, 48.2% in 2017 Q3, and 47.1% in 2017 Q4.
- Network dayparts varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 50.6% to 3.7% during the 12-quarter period, 75.6% to 1.7% in 2017 Q3, and 66.7% to 2.7% in 2017 Q4.
- About half of the underage advertising exposures on *TRU:Overnight* (50.6%) were noncompliant in the 12-quarter period.
- The 25 no-buy network dayparts occurred on just 10 networks in the 12-quarter period: BET, CMDY, ESPN, ESQ, FX, FXX, NBAT, SPIKE, TRU and VH1.
- More than half of the noncompliant exposure from the 25 no-buy network dayparts were broadcast on the no-buy programs listed in Table 3a (data not shown). For example, the program *TRU:TRUTV Top Funniest* was broadcast during the *TRU:Overnight* high-risk network daypart.
- Eight cable network dayparts were responsible for high levels of noncompliant exposure during all three time periods: *BET:Overnight*, *FX:Overnight*, *FXX:MF\_EN\_18\_19*, *FXX:Prime*, *FXX:PrimeAccess*, *NBAT:Overnight*, *VH1:Overnight* and *VH1:Prime*.

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## SUMMARY AND RECOMMENDATIONS

During the 2-year period from 2016 Q1 to 2017 Q4, youth under the legal drinking age were exposed 31 billion times to alcohol ads on cable TV. Of these exposures, 1.1 billion (3.4%) were noncompliant (i.e., were placed on programs or during times of day that exceeded the alcohol industry's voluntary placement standard). However, during this same two-year time period, the total number of underage exposures to alcohol advertising on cable TV declined by 10.5%, and noncompliant exposures declined by 51.2%.

Alcohol industry codes require a post-audit of advertising placements to identify programs and dayparts that resulted in noncompliant exposure.<sup>12-15</sup> Yet, 79.7% of noncompliant exposures in 2017 Q3 and 69.0% in 2017 Q4 occurred on serially noncompliant programs. In addition, the 25 brands with the largest number of noncompliant exposures accounted for more than 4 in 5 of the total noncompliant exposures in 2017 Q3 and 2017 Q4.

Noncompliant alcohol advertising exposure was highly concentrated on a relatively small number of programs and network dayparts, and generated by a small number of alcohol brands. Therefore, advertisers could improve compliance with current advertising guidelines by not advertising on the programs and the network dayparts listed on both the 12-quarter *and both* single-quarter no-buy lists.

Many of the programs that are generating noncompliant exposure are televised movies, such as *FX Movie Prime*, *BET Movie of the Week*, *FX Movie Wknd Afternoon*, *FXX Movie Prime*, *SYFY Movie*, *CMDY Comedy Central Movie*, 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.

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. In addition, advertisers could request that no alcohol ads be placed on network programs and dayparts that result in high levels of noncompliant exposure (e.g., the TRU network).

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.<sup>21,22</sup> This is particularly true for programs with relatively small audiences (e.g., low-rated programs), where the youth audience composition may fluctuate substantially from one quarter to the next, resulting in wide swings in noncompliant alcohol advertising exposure. By using a higher adult audience composition threshold for low-rated programs (i.e., a stricter youth audience composition standard), alcohol companies can increase the likelihood that advertising placements on these programs are compliant with industry standards despite fluctuations in youth audience composition. This approach to dealing with low-rated programs to improve compliance with voluntary placement standards is consistent with FTC recommendations (see Executive Summary page iii Recommendation 1a).<sup>19</sup>

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 therefore 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
AMC	AMC	FS1	FOX SPORTS 1
APL	ANIMAL PLANET	FUSE	FUSE
BBCA	BBC-AMERICA	FX	FX
BET	BLACK ENTERTAINMENT TV	FXM	FX MOVIE CHANNEL
BHER	BET HER	FXX	FXX
CMDY	COMEDY CENTRAL	IFC	IFC TV
CMT	CMT	MLBN	MLB NETWORK
ENT	E!	NBAT	NBA-TV
ESPN	ESPN	NGC	NATIONAL GEOGRAPHIC CHNL
ESPN2	ESPN2	PAR	PARAMOUNT
ESPNU	ESPNU	REY	EL REY
ESQ	ESQUIRE NETWORK	SCI	SCIENCE
		SPIKE	SPIKE TV