

Alcohol Advertising Compliance on Cable Television, January–June (Q1-Q2), 2018



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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 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 Q3 to 2018 Q2	4
Table 1b: Percent annual change in total and noncompliant alcohol advertising exposures (measured in impressions) on cable TV by quarter, United States – 2016 Q3 to 2018 Q2... 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, 2015 Q1 to 2017 Q4	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, 2018 Q1 and 2018 Q2	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, 2015 Q1 to 2017 Q4	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, 2018 Q1 and 2018 Q2	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, 2015 Q1 to 2017 Q4.....	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, 2018 Q1 and 2018 Q2.....	10
Summary and Recommendations	11
References	12
Errata	13
Appendix	14

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 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 2014-2018 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 exposures* 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 – Noncompliant Exposure Trends 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 ran during a *high-risk network daypart*, was classified as a *low-rated* ad placement.

We evaluated these categories sequentially to assess the impact of various noncompliant exposure types on reducing total noncompliant exposure. In addition, reviewing categories sequentially aligns with alcohol industry’s guidelines for conducting post-audits.^{15,16}

Alcohol advertising is highly seasonal, with advertising volume typically increasing in summer months and during the months of October through December. Therefore, in Table 1, we used 8 quarters of data (2016 Q3 – 2018 Q2) to compare noncompliant exposure with prior quarters. We reported the amount of total underage exposure to alcohol advertising on cable TV, the amount of noncompliant exposure, and the percent of underage exposure that was noncompliant. We calculated year-over-year values to compare current trends with the prior year data. We classified all noncompliant advertisements into one of the following mutually exclusive and sequentially evaluated categories: (a) serially noncompliant; (b) high-risk network daypart; and (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 2015 Q1 through 2017 Q4 (Table 2a), as well as the two most recent quarters, 2018 Q1 and 2018 Q2 (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 most noncompliant exposure, 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 noncompliant exposure.¹⁷⁻²⁰ The FTC’s 2014 report indicated that 11 of the 14 alcohol companies queried for that report had such lists in place.¹⁹

In order to develop a no-buy program list consistent with FTC recommendations we ranked the cable programs based on total noncompliant exposure. We reported the 25 programs that generated the most noncompliant exposure during the past 12 quarters (Table 3a), and the 25 programs that generated the most noncompliant exposure in the two most recent quarters (Table 3b). 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. For each program, we reported the total underage exposure (including both compliant and noncompliant exposures), as well as the number of noncompliant exposures and the percent of total exposure that was noncompliant.

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

We ranked all network dayparts by total noncompliant exposure and reported the 25 network dayparts that generated the most noncompliant exposure. We assessed 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.

Alcohol companies that purchase ads on network dayparts rather than on individual programs can improve compliance with the voluntary advertising guidelines by avoiding alcohol ad placements on network dayparts that appear on any of the three lists in Tables 4a and 4b.

RESULTS

Table 1a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions¹) on cable TV assessed by quarter, United States – 2016 Q3 to 2018 Q2

Time Period	Total Youth Exposure (000)	Noncompliant ² Exposure (000) (% of total exposure)	Noncompliant ² Exposure (000) by Type (% of noncompliant exposure)		
			Serially Noncompliant ³	High-Risk Network Dayparts ⁴	Low-Rated ⁵
Year 1					
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%)
2017Q2	4,557,675	117,444 (2.6%)	91,400 (77.8%)	12,101 (10.3%)	13,943 (11.9%)
Total Year 1	15,424,788	543,290 (3.5%)	405,018 (74.5%)	97,294 (17.9%)	40,978 (7.5%)
Year 2					
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%)
2018Q1	1,927,492	38,808 (2.0%)	30,018 (77.3%)	7,144 (18.4%)	1,647 (4.2%)
2018Q2	4,775,315	97,500 (2.0%)	68,935 (70.7%)	22,415 (23.0%)	6,150 (6.3%)
Total Year 2	14,618,560	324,091 (2.2%)	241,199 (74.4%)	53,789 (16.6%)	29,104 (9.0%)
Total Years 1-2	30,043,348	867,381 (2.9%)	646,217 (74.5%)	151,083 (17.4%)	70,082 (8.1%)

Table 1b: Percent annual change in total and noncompliant² alcohol advertising exposures (measured in impressions¹) on cable TV by quarter, United States – 2016 Q3 to 2018 Q2

Year 2 / Year 1	Percent Change in Total Youth Exposure	Percent Change in Noncompliant ² Exposure
Q3	-9.4%	-45.4%
Q4	-7.8%	-57.4%
Q1	-12.4%	-14.8%
Q2	4.8%	-17.0%
Total	-5.2%	-40.3%

Source: Nielsen 2016-2018

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.

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

⁴Exposure resulting from placement of advertisements on any 1 of 203 network and time-of-day combinations that accounted for 90% of noncompliant exposure in the prior calendar year.

⁵Exposure 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 30 billion alcohol advertising exposures on cable TV during the 2-year period from 2016 Q3 to 2018 Q2. About 867 million (2.9%) 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 categories (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 17.4%; and low-rated programs were responsible for 8.1%.
- 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 5.2%, from 15.4 billion impressions in Year 1 to 14.6 billion impressions in Year 2; and noncompliant exposure decreased by 40.3%, from 543 million impressions in Year 1 to 324 million impressions in Year 2.
- Comparing matching quarters in Year 2 to Year 1, total youth exposure to alcohol advertising decreased in 2017 Q3 and Q4 and 2018 Q1, but *increased* by 4.8% in 2018 Q2.
- Noncompliant alcohol advertising exposure on cable TV decreased across all four matching quarters, but the declines in 2018 Q1 (14.8%) and 2018 Q2 (17.0%) were about three-times less than in the last two quarters of 2017 (Table 1b).

**Table 2a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions¹)
for the 25 alcohol brands with the most noncompliant² exposure on cable TV
— United States, 2015 Q1 to 2017 Q4**

**Ranked by Noncompliant² Exposure
2015 Q1 to 2017 Q4**

Brand	Total Youth Exposure (000)	Noncompliant² Exposure (000) (% of total exposure)
Bud Light	2,251,259	189,194 (8.4%)
Redds Brewing Company Beverages	1,810,371	154,746 (8.5%)
Corona Extra Beer	2,478,199	138,480 (5.6%)
Budweiser Beer	1,216,900	113,710 (9.3%)
Miller Lite	1,963,182	102,555 (5.2%)
Bud Light Lime-a-Rita	1,387,050	101,259 (7.3%)
Heineken Premium Lite Lager	1,285,486	95,852 (7.5%)
Samuel Adams Beers	1,132,485	86,217 (7.6%)
Heineken Beer	1,205,141	84,772 (7.0%)
Michelob Ultra Light Beer	1,569,128	84,279 (5.4%)
Disaronno Originale Amaretto	448,891	83,388 (18.6%)
Dos Equis Beer	1,464,892	81,969 (5.6%)
Strongbow Hard Cider	1,376,699	74,689 (5.4%)
Samuel Adams Boston Lager	654,633	72,495 (11.1%)
Bacardi Rums	735,150	69,190 (9.4%)
Bud Light Lime	631,946	67,962 (10.8%)
Angry Orchard Hard Ciders	1,089,235	62,251 (5.7%)
Coors Light	1,675,488	53,128 (3.2%)
Modelo Especial Beer	1,340,262	50,102 (3.7%)
Stella Artois Beer	837,554	49,196 (5.9%)
Smith and Forge Hard Cider	550,501	46,656 (8.5%)
Jose Cuervo Especial Tequila	506,740	42,821 (8.5%)
Hennessy Cognacs	408,216	39,325 (9.6%)
Blue Moon Belgian White Ale	602,776	38,114 (6.3%)
Twisted Tea Malt Beverage	428,218	36,737 (8.6%)
Top 25 Brands	29,050,406	2,019,085
Remaining 178 Brands	18,218,110	828,883
All Brands	47,268,516	2,847,969
Top 25 as a Percent of All Brands	61.5%	70.9%

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 (×1,000).

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: 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 impressions¹) for the 25 alcohol brands with the most noncompliant² exposure on cable TV – United States, 2018 Q1 and 2018 Q2

Ranked by Noncompliant ² Exposure 2018 Q1			Ranked by Noncompliant ² Exposure 2018 Q2		
Brand	Total Youth Exposure (000)	Noncompliant ² Exposure (000) (% of total exposure)	Brand	Total Youth Exposure (000)	Noncompliant ² Exposure (000) (% of total exposure)
Miller Lite	120,435	3,825 (3.2%)	Corona Extra Beer	326,895	7,835 (2.4%)
Michelob Ultra Light Beer	168,892	3,628 (2.1%)	Miller Lite	160,017	6,867 (4.3%)
Samuel Adams Beers	130,446	3,266 (2.5%)	Angry Orchard Hard Ciders	98,848	5,694 (5.8%)
Angry Orchard Hard Ciders	83,517	2,463 (2.9%)	Disaronno Originale Amaretto	54,579	5,312 (9.7%)
Corona Extra Beer	102,636	1,977 (1.9%)	White Claw Hard Seltzer	165,461	4,877 (2.9%)
Samuel Adams 76 Beer	120,583	1,872 (1.6%)	Heineken Beer	109,827	3,824 (3.5%)
Miller High Life	63,369	1,830 (2.9%)	Bud Light Lime	167,836	3,755 (2.2%)
Crown Royal Vanilla Canadian Whiskey	45,828	1,746 (3.8%)	Negra Modelo Beer	60,418	3,546 (5.9%)
Blue Moon Brewing Company Beers	43,197	1,277 (3.0%)	Samuel Adams Summer Ale	88,893	3,221 (3.6%)
Bud Light	92,850	1,156 (1.2%)	Coors Light	203,450	2,746 (1.3%)
Coors Light	84,689	1,139 (1.3%)	Dos Equis Beer	108,390	2,600 (2.4%)
Heineken Premium Lite Lager	14,144	1,092 (7.7%)	Ciroc Vodka	36,119	2,510 (6.9%)
Modelo Especial Beer	50,534	1,018 (2.0%)	Modelo Especial Beer	131,018	2,251 (1.7%)
Jose Cuervo Especial Tequila	24,617	968 (3.9%)	Grey Goose Vodka	60,302	2,127 (3.5%)
White Claw Hard Seltzer	39,744	881 (2.2%)	Sol Cerveza	196,921	2,105 (1.1%)
Twisted Tea Malt Beverage	27,520	863 (3.1%)	Samuel Adams 76 Beer	47,302	2,026 (4.3%)
Coors	50,181	860 (1.7%)	1800 Silver Tequila	41,718	1,887 (4.5%)
Busch	8,186	837 (10.2%)	Busch	63,011	1,848 (2.9%)
Grupo Modelo Beer	37,523	819 (2.2%)	Jack Daniels Tennessee Honey	30,424	1,705 (5.6%)
Jim Beam Black Bourbon Whiskey	41,736	771 (1.8%)	Stella Artois Beer	108,632	1,641 (1.5%)
Korbel California Champagnes	19,730	719 (3.6%)	Michelob Ultra Pure Gold	118,539	1,558 (1.3%)
Budweiser Beer	53,097	703 (1.3%)	Bacardi Rums	52,500	1,495 (2.8%)
Jack Daniel's Whiskey	39,715	539 (1.4%)	Twisted Tea Malt Beverage	80,706	1,465 (1.8%)
Wild Turkey Bourbon Whiskey	31,278	537 (1.7%)	Henrys Hard Sparkling Beverages	97,180	1,329 (1.4%)
Jim Beam Bourbon Whiskey	42,089	495 (1.2%)	Bud Light	67,224	1,313 (2.0%)
Top 25 Brands	1,536,537	35,283	Top 25 Brands	2,676,209	75,538
Remaining 47 Brands	390,955	3,525	Remaining 65 Brands	2,099,106	21,962
All Brands	1,927,492	38,808	All Brands	4,775,315	97,500
Top 25 as a Percent of All Brands	79.7%	90.9%	Top 25 as a Percent of All Brands	56.0%	77.5%

Source: Nielsen 2018

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.

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 70.9% (2.0 billion) of all noncompliant exposure in the 12-quarter period (2.8 billion) (Table 2a).
- Of the two billion noncompliant exposures from the 25 alcohol brands in Table 2a, 72.7% of those exposures were serially noncompliant (data not shown).
- The 25 alcohol brands on each the single quarter list accounted for 90.9% of all noncompliant exposure in 2018 Q1, and 77.5% of all noncompliant exposure in 2018 Q2 (Table 2b).
- Brands varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 18.6% to 3.2% during the 12-quarter period, 10.2% to 1.2% in 2018 Q1, and 9.7% to 1.1% in 2018 Q2.
- Seven brands consistently generated high levels of noncompliant exposure across the three time periods examined in this report. These brands included Angry Orchard Hard Ciders, Bud Light, Coors Light, Corona Extra Beer, Miller Lite, Modelo Especial Beer, and Twisted Tea Malt Beverage.

Table 3a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions¹) on the 25 no-buy programs with the most noncompliant² exposure on cable TV – United States, 2015 Q1 to 2017 Q4

**Ranked by Noncompliant² Exposure
2015 Q1 to 2017 Q4**

Cable Network:Program	Total Youth Exposure (000)	Noncompliant² Exposure (000) (% of total exposure)
TRU:TRUTV TOP FUNNIEST	470,733	146,981 (31.2%)
FXX:FXX MOVIE PRIME	606,548	108,364 (17.9%)
VH1:R&R PICTURE SHOWS	448,420	107,177 (23.9%)
BET:BET MOVIE OF THE WEEK	472,721	90,230 (19.1%)
ESQ:AMERICAN NINJA WARRIOR	119,235	66,416 (55.7%)
ENT:KEEPING UP KARDASHIANS	291,326	50,296 (17.3%)
TRU:ADAM RUINS EVERYTHING	64,250	49,585 (77.2%)
FXX:SIMPSONS	132,253	49,173 (37.2%)
SCI:MYTHBUSTERS	185,218	47,725 (25.8%)
CMDY:COMEDY CENTRAL MOVIE	642,272	40,659 (6.3%)
ESPN:SPORTSCENTER MORNING	507,882	36,405 (7.2%)
TRU:HACK MY LIFE	45,597	32,386 (71.0%)
TRU:CARBONARO EFFECT_ THE	103,293	30,873 (29.9%)
FX:FX MOVIE WKND AFTERNOON	373,952	30,704 (8.2%)
TRU:WORLDS DUMBEST	164,460	30,576 (18.6%)
FX:FX MOVIE PRIME	1,359,632	28,869 (2.1%)
BET:MARTIN	116,230	24,344 (20.9%)
VH1:LOVE & HIP HOP ATLANTA 4	112,483	23,790 (21.1%)
NGC:BRAIN GAMES	51,383	22,035 (42.9%)
BET:HOUSE OF PAYNE	37,610	21,417 (56.9%)
FX:FX MOVIE LATE	393,126	21,296 (5.4%)
CMDY:TOSH.O	263,714	21,187 (8.0%)
SPIKE:SPIKE TV MOVIE	943,735	20,758 (2.2%)
TRU:IMPRACTICAL JOKERS	27,021	19,382 (71.7%)
NBAT:NBA GAMETIME	57,216	19,355 (33.8%)
Top 25 Programs	7,990,311	1,139,986
Remaining 13,087 Programs	39,278,205	1,707,983
All Programs	47,268,516	2,847,969
Top 25 as a Percent of All Programs	16.9%	40.0%

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.

NOTE: Programs are ranked based on noncompliant alcohol advertising exposure.

Numbers may not add to totals due to rounding.

Table 3b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions¹) on the 25 no-buy programs with the most noncompliant² exposure on cable TV – United States, 2018 Q1 and 2018 Q2

Ranked by Noncompliant ² Exposure 2018 Q1			Ranked by Noncompliant ² Exposure 2018 Q2		
Cable Network:Program	Total Youth Exposure (000)	Noncompliant ² Exposure (000) (% of total exposure)	Cable Network:Program	Total Youth Exposure (000)	Noncompliant ² Exposure (000) (% of total exposure)
BET:BET MOVIE OF THE WEEK	23,515	2,557 (10.9%)	BET:BET MOVIE OF THE WEEK	66,452	7,081 (10.7%)
FUSE:MOVIES	2,759	1,377 (49.9%)	VH1:R&R PICTURE SHOWS	94,379	5,983 (6.3%)
FXX:FXX MOVIE PRIME	33,571	1,335 (4.0%)	BET:MARTIN	30,941	4,715 (15.2%)
BET:MARTIN	11,284	1,281 (11.4%)	FUSE:MOVIES	12,170	3,514 (28.9%)
FUSE:MALCOLM IN THE MIDDLE	1,221	972 (79.6%)	FUSE:MALCOLM IN THE MIDDLE	6,916	3,321 (48.0%)
VH1:R&R PICTURE SHOWS	17,091	864 (5.1%)	FUSE:PARKERS_ THE	5,454	2,706 (49.6%)
ENT:MOVIES WE LOVE	14,477	862 (6.0%)	FUSE:EVERYBODY HATES CHRIS	2,810	2,111 (75.1%)
ENT:KEEPING UP KARDASHIANS	6,892	797 (11.6%)	FXX:SIMPSONS	32,876	1,985 (6.0%)
IFC:PRIME MOVIE 1	7,252	781 (10.8%)	ESPNU:COLL SOFTBALL REG SSN	2,200	1,896 (86.2%)
ESPN:NBA REGULAR SEASON REPEAT	5,469	758 (13.9%)	VH1:LOVE & HIP HOP ATLANTA 7	49,884	1,872 (3.8%)
MLBN:MLB TONIGHT	3,083	637 (20.7%)	ESPNU:COLLEGE BASEBALL	2,193	1,815 (82.7%)
ESPN:SPORTSCENTER 12AM	5,232	611 (11.7%)	FXX:FXX MOVIE FRINGE	10,730	1,780 (16.6%)
FXM:FXM PRIME MOVIE	4,606	593 (12.9%)	CMDY:OFFICE_ THE	84,405	1,771 (2.1%)
ESPNU:COLLEGE BKBL REG SSN	1,403	552 (39.3%)	REY:EL REY MOVIE	9,854	1,574 (16.0%)
FX:FX MOVIE PRIME	63,459	544 (0.9%)	TRU:CARBONARO EFFECT_ THE	2,319	1,536 (66.2%)
ESPN2:SPORTSCENTER MORNING	2,095	531 (25.4%)	FXX:FXX MOVIE WKND AFTERNOON	20,901	1,398 (6.7%)
SCI:OUTRAGEOUS ACTS OF SCIENCE	4,542	526 (11.6%)	ESPN2:GET UP	7,191	1,271 (17.7%)
FXX:SIMPSONS	7,533	481 (6.4%)	APL:TANKED	15,281	1,136 (7.4%)
ESPN:SPORTSCENTER 1AM L	12,596	454 (3.6%)	FYI:DUCK DYNAST	3,031	1,024 (33.8%)
FUSE:MOESHA	561	454 (80.8%)	FX:FXX MOVIE WKND MORNING	5,349	1,003 (18.7%)
ESPN:SPORTSCENTER LATE	8,127	441 (5.4%)	MTVC:MUSIC VIDEOS	3,080	959 (31.1%)
VH1:MTV WILD N OUT	513	437 (85.3%)	PAR:AMERICAN NINJA WARRIOR	4,463	956 (21.4%)
VH1:BLACK INK CREW 6	8,687	437 (5.0%)	VH1:BLACK INK CREW CHICAGO 4	8,748	953 (10.9%)
CMT:CMT MOVIES	14,240	417 (2.9%)	ESPN2:SPORTSCENTER AM L	11,663	904 (7.7%)
BRVO:MARRIED TO MEDICINE	1,951	402 (20.6%)	NFLN:NFL TOTAL ACCESS	4,346	834 (19.2%)
Top 25 Programs	262,159	19,101	Top 25 Programs	497,637	54,099
Remaining 2,500 Programs	1,665,333	19,706	Remaining 3,413 Programs	4,277,678	43,401
All Programs	1,927,492	38,808	All Programs	4,775,315	97,500
Top 25 as a Percent of All Programs	13.6%	49.2%	Top 25 as a Percent of All Programs	10.4%	55.5%

Source: Nielsen 2018

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.

NOTE: Programs are ranked based on noncompliant alcohol advertising exposure.

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 40.0% of all noncompliant exposures on cable TV programs during the 12-quarter period (Table 3a).
- The 25 programs on the single quarter lists for 2018 Q1 and 2018 Q2, respectively, accounted for about half of all noncompliant exposures during each quarter (Table 3b).
- Programs varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 77.2% to 2.1% during the 12-quarter period, 85.3% to 0.9% in 2018 Q1, and 86.2% to 2.1% in 2018 Q2.
- Seven 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*, and *SPIKE TV Movie*). These seven movie programs accounted for 12.0% of all noncompliant exposure that occurred between 2015 Q1 and 2017 Q4.
- All 25 programs in the 12-quarter list were serially noncompliant programs. On the 2018 Q1 no-buy list, 19 of the 25 programs were serially noncompliant programs, and 18 of the 25 programs on the 2018 Q2 no-buy list were serially noncompliant.
- Four cable programs were responsible for high levels of noncompliant exposure during all three time periods: *BET: BET Movie of the Week*, *BET: Martin*, *FXX: Simpsons*, and *VH1: R&R Picture Shows*.
- Noncompliant advertising on sports programs in 2018 Q1 and 2018 Q2 combined accounted for 32.1% of noncompliant exposure during these two quarters (data not shown).

Table 4a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions¹) on the 25 no-buy network dayparts² with the most noncompliant³ exposure on cable TV – United States, 2015 Q1 to 2017 Q4

**Ranked by Noncompliant³ Exposure
2015 Q1 to 2017 Q4**

Cable Network:Daypart	Total Youth Exposure (000)	Noncompliant³ Exposure (000) (% of total exposure)
TRU:Overnight	372,872	203,469 (54.6%)
TRU:Prime	358,216	122,036 (34.1%)
FXX:Prime	388,875	73,266 (18.8%)
VH1:Prime	733,487	70,520 (9.6%)
VH1:Overnight	281,310	59,690 (21.2%)
BET:Prime	292,081	59,005 (20.2%)
FXX:Overnight	354,816	54,588 (15.4%)
ESPN:Overnight	1,611,714	45,532 (2.8%)
BET:Overnight	249,928	44,223 (17.7%)
NBAT:Overnight	173,935	42,941 (24.7%)
FXX:PrimeAccess	140,281	40,694 (29.0%)
FX:Overnight	776,868	40,334 (5.2%)
ESQ:Prime	147,318	35,369 (24.0%)
TRU:MF_EF_16_18	103,268	34,928 (33.8%)
CMDY:Prime	627,316	34,537 (5.5%)
CMDY:Overnight	535,400	33,795 (6.3%)
FXX:MF_EN_18_19	104,663	33,461 (32.0%)
ESPN:MF_Morn_05_10	476,272	31,438 (6.6%)
TRU:MF_LN_23_2330	50,386	28,120 (55.8%)
SCI:Overnight	183,875	25,498 (13.9%)
VH1:WE_Day_10_16	153,708	24,399 (15.9%)
ESQ:Overnight	86,002	23,567 (27.4%)
BET:PrimeAccess	69,182	22,791 (32.9%)
BET:MF_EN_18_19	51,528	22,776 (44.2%)
SCI:Prime	205,753	21,978 (10.7%)
Top 25 Network Dayparts	8,529,054	1,228,956
Remaining 1,058 Network Dayparts	38,739,462	1,619,012
All Network Dayparts	47,268,516	2,847,969
Top 25 as a Percent of All Network Dayparts	18.0%	43.2%

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 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.

³A 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.

Network dayparts are ranked based on noncompliant alcohol advertising exposure.

Numbers may not add to totals due to rounding.

Table 4b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions¹) on the 25 no-buy network dayparts² with the most noncompliant³ exposure on cable TV – United States, 2018 Q1 and 2018 Q2

Ranked by Noncompliant ³ Exposure 2018 Q1			Ranked by Noncompliant ³ Exposure 2018 Q2		
Cable Network:Daypart	Total Youth Exposure (000)	Noncompliant ³ Exposure (000) (% of total exposure)	Cable Network:Daypart	Total Youth Exposure (000)	Noncompliant ³ Exposure (000) (% of total exposure)
ESPN:Overnight	74,942	1,875 (2.5%)	BET:Overnight	40,876	5,068 (12.4%)
BET:Prime	14,016	1,391 (9.9%)	BET:Prime	34,132	3,731 (10.9%)
ESPN2:Overnight	8,794	1,350 (15.4%)	FUSE:Overnight	9,364	3,665 (39.1%)
BET:Overnight	13,138	1,324 (10.1%)	ESPNU:Overnight	5,168	3,582 (69.3%)
FUSE:Prime	1,944	1,122 (57.7%)	VH1:MF_Day_10_16	14,142	3,511 (24.8%)
ESPN:MF_Morn_05_10	20,048	864 (4.3%)	VH1:Overnight	39,113	3,308 (8.5%)
BET:MF_EN_18_19	2,067	859 (41.5%)	FUSE:Prime	7,530	3,144 (41.8%)
MLBN:Overnight	3,457	838 (24.2%)	FUSE:MF_Day_10_16	3,145	2,013 (64.0%)
IFC:Overnight	8,932	752 (8.4%)	ESPN2:Overnight	16,511	1,827 (11.1%)
CMT:Overnight	5,440	749 (13.8%)	TRU:MF_Day_10_16	2,990	1,800 (60.2%)
ESPN2:WE_Morn_05_10	2,535	738 (29.1%)	VH1:MF_EF_16_18	9,437	1,717 (18.2%)
ENT:MF_Day_10_16	2,230	733 (32.9%)	FS1:Overnight	7,647	1,660 (21.7%)
FXX:PrimeAccess	8,218	701 (8.5%)	ESPN2:MF_Day_10_16	17,624	1,588 (9.0%)
FUSE:Overnight	1,349	693 (51.4%)	VH1:Prime	84,471	1,370 (1.6%)
NBAT:Overnight	4,942	679 (13.7%)	NFLN:Overnight	5,364	1,365 (25.4%)
FUSE:WE_Day_10_16	834	675 (80.9%)	FUSE:PrimeAccess	3,204	1,349 (42.1%)
ESPN2:MF_EF_16_18	3,350	659 (19.7%)	ESPN2:MF_Morn_05_10	14,866	1,325 (8.9%)
VH1:Overnight	11,777	642 (5.5%)	BET:MF_EN_18_19	5,649	1,215 (21.5%)
ESPNU:MF_Day_10_16	1,545	614 (39.8%)	FXX:Prime	48,698	1,194 (2.5%)
BRVO:Overnight	6,891	578 (8.4%)	BET:PrimeAccess	6,987	1,188 (17.0%)
VH1:Prime	25,230	562 (2.2%)	FUSE:MF_EN_18_19	2,028	1,159 (57.2%)
ESPNU:MF_Morn_05_10	947	533 (56.2%)	ESPNU:MF_Morn_05_10	1,517	1,157 (76.2%)
FXX:WE_EN_18_19	3,180	527 (16.6%)	FXX:MF_Day_10_16	5,727	1,119 (19.5%)
ESPN2:MF_Day_10_16	11,317	474 (4.2%)	CMDY:MF_EF_16_18	9,553	1,099 (11.5%)
ESPNU:Overnight	1,839	467 (25.4%)	BET:MF_EF_16_18	3,539	1,098 (31.0%)
Top 25 Network Dayparts	238,964	20,400	Top 25 Network Dayparts	399,281	51,249
Remaining 785 Network Dayparts	1,688,528	18,408	Remaining 903 Network Dayparts	4,376,034	46,251
All Network Dayparts	1,927,492	38,808	All Network Dayparts	4,775,315	97,500
Top 25 as a Percent of All Network Dayparts	12.4%	52.6%	Top 25 as a Percent of All Network Dayparts	8.4%	52.6%

Source: Nielsen 2018

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 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.

³A 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.

Network dayparts are ranked based on noncompliant alcohol advertising exposure.

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 (43.2%) of the noncompliant exposures on cable network dayparts during the 12-quarter period (Table 4a).
- The 25 network dayparts on each the single quarter list, 2018 Q1 and 2018 Q2, accounted for about half (52.6%) of all noncompliant exposures during each quarter (Table 4b).
- Network dayparts varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 55.8% to 2.8% during the 12-quarter period, 80.9% to 2.2% in 2018 Q1, and 76.2% to 1.6% in 2018 Q2.
- About half of the underage advertising exposures on *TRU:Overnight* (54.6%) 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, SCI, TRU, and VH1.
- About two-thirds 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 *BET Movie of the Week* (Table 3a) was broadcast during the *BET:Overnight* network daypart (Table 4a).
- Five cable network dayparts were responsible for high levels of noncompliant exposure during all three time periods: *BET:Overnight*, *BET:Prime*, *BET:MF_EN_18_19*, *VH1:Overnight*, and *VH1:Prime*.

SUMMARY AND RECOMMENDATIONS

During the 2-year period from 2016 Q3 to 2018 Q2, youth under the legal drinking age were exposed 30 billion times to alcohol ads on cable TV. Of these exposures, 867 million (2.9%) were noncompliant (i.e., were placed on programs or during times of day that exceeded the alcohol industry's voluntary placement standard).

During this same two-year time period, the total number of underage exposures to alcohol advertising on cable TV declined by 5.2%, and noncompliant exposures declined by 40.3%. However, these declines were *less* than the declines in total underage exposures (10.5%) and noncompliant exposures (51.2%) to alcohol advertising that occurred from 2016 to 2017, respectively.²¹ Meanwhile, total youth exposure to alcohol advertising *increased* 4.8% in 2018 Q2 relative to 2017 Q2.

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. For instance, the 25 brands with the largest number of noncompliant exposures accounted for more than 3 in 4 of the total noncompliant exposures in 2018 Q1 and 2018 Q2. Therefore, advertisers could improve their compliance with current advertising guidelines by not advertising on the 25 programs and the 25 network dayparts that are included on the no-buy lists in this report (i.e. Tables 3a through 4b).

The no-buy lists described in this report can also be used in combination. For example, ads might be placed on the VH1 network during prime time, but not on the *Love and Hip Hop*, *R&R Picture Shows* or *Black Ink Crew* programs. In addition, advertisers could request that no alcohol ads be placed on networks that have continuously resulted in high levels of noncompliant exposure (e.g., the TRU network).

Advertising on televised sports programming accounted for about one-third of all noncompliant exposures in 2018 Q1 and 2018 Q2. In addition, many of the programs that are generating noncompliant exposure are televised movies, such as *BET Movie of the Week*, *Comedy Central Movie*, *FX Movie Prime*, *FX Movie Wknd Afternoon*, *FXX Movie Prime*, and *Spike TV Movie*. The audience for a televised movie varies depending on the movie itself, and thus alcohol advertisers may consider avoiding advertising on televised movies that appeal to youth audiences.

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.^{22,23} 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).¹⁹

Youth exposure to alcohol advertising is associated with the initiation of underage drinking, consuming a larger amount of alcohol, and adverse health and social problems.⁹⁻¹¹ 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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ERRATA

In the quarters 2015 Q2 (<https://bit.ly/2EnS72F>) and 2015 Q3 (<https://bit.ly/2VkiqNd>) the amount of noncompliant exposure on TRU:Carbonaro Effect_The was incorrectly reported due to a processing error. The correct values for the total number of programs and noncompliant exposure on the program TRU:Carbonaro Effect_The in the 12-quarter time period for the following reports is as follows:

Report	12-quarter Time Period	Actual Noncompliant Exposure (000)	Reported Noncompliant Exposure (000)	Actual Number of Total Programs	Reported Number of Total Programs
2015Q3	2012Q3 - 2015Q2	39,277	35,993	11,546	11,605
2015Q4	2012Q4 - 2015Q3	40,352	35,993	11,760	11,830
2016Q1	2013Q1 - 2015Q4	41,672	37,313	11,986	12,064
2016Q2	2013Q2 - 2016Q1	42,237	37,878	12,102	12,148
2016Q3	2013Q3 - 2016Q2	44,479	40,120	12,276	12,365
2016Q4	2013Q4 - 2016Q3	56,638	52,279	12,175	12,262
2017Q1	2014Q1 - 2016Q4	59,943	55,584	12,280	12,366
2017Q2	2014Q2 - 2017Q1	60,292	55,933	12,508	12,598
2017Q3Q4	2014Q3 - 2017Q2	49,242	44,883	12,804	12,891

The changes in reported number of programs and reported exposure on TRU:Carbonaro Effect_The had no impact on any other conclusions from these reports.

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
APL	ANIMAL PLANET	FXX	FXX
BET	BLACK ENTERTAINMENT TV	FYI	FYI
BRVO	BRAVO	IFC	IFC TV
CMDY	COMEDY CENTRAL	MLBN	MLB NETWORK
CMT	CMT	MTVC	MTV CHANNEL
ENT	E!	NBAT	NBA-TV
ESPN	ESPN	NFLN	NFL NETWORK
ESPN2	ESPN2	NGC	NATIONAL GEOGRAPHIC CHNL
ESPNU	ESPNU	PAR	PARAMOUNT
ESQ	ESQUIRE NETWORK	REY	EL REY
FS1	FOX SPORTS 1	SCI	SCIENCE
FUSE	FUSE	SPIKE	SPIKE TV
FX	FX	TRU	TRUTV
FXM	FX MOVIE CHANNEL	VH1	VH1