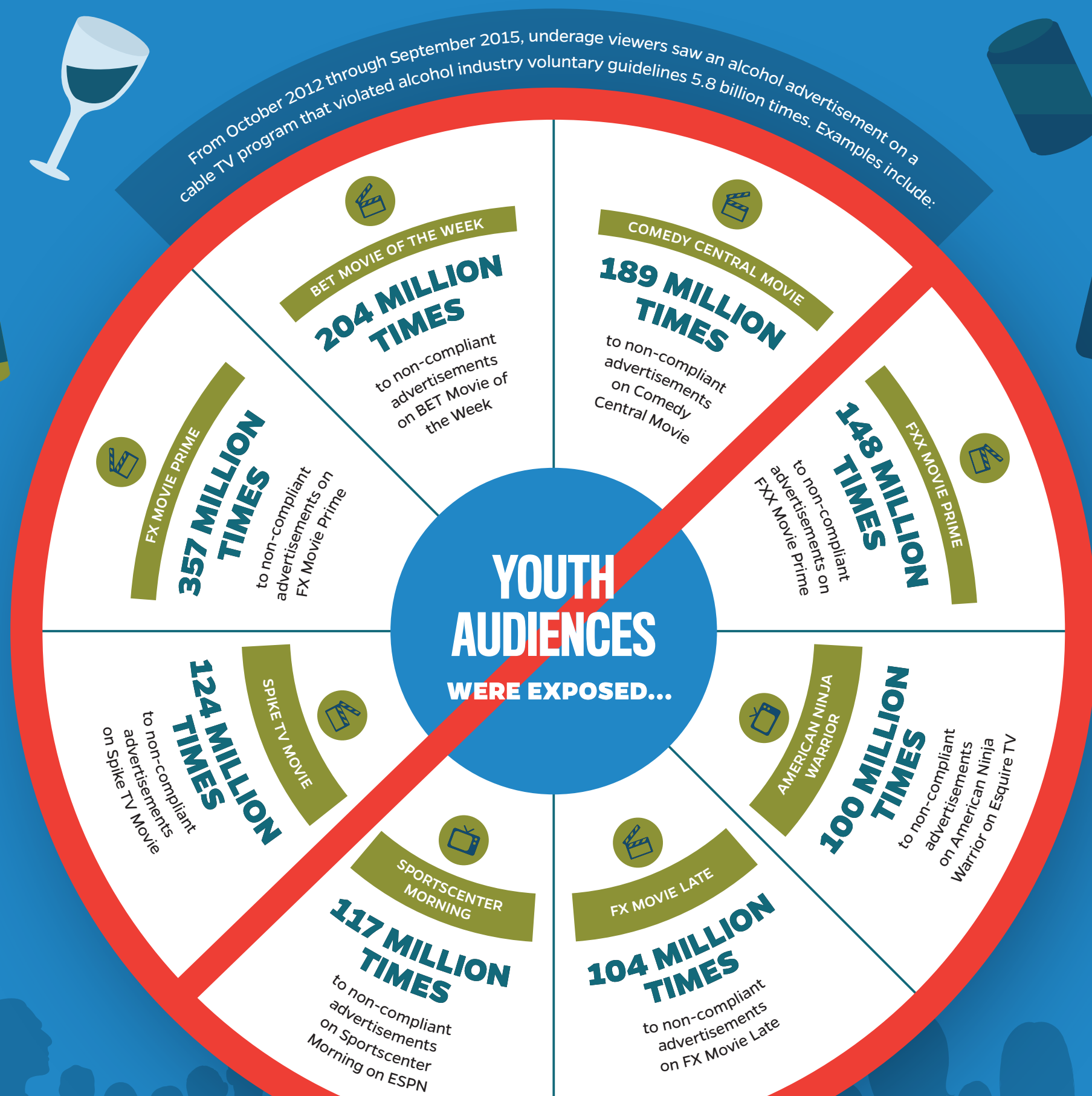


REDUCING YOUTH EXPOSURE TO ALCOHOL ADVERTISING ON CABLE TV

Underage alcohol use is associated with many health risks including smoking, physical fighting, and high-risk sexual activity

Studies have shown that the more young people are exposed to alcohol marketing, the more likely they are to start drinking, or if already drinking, to drink more. Alcohol industry guidelines advise against advertising on programs where more than 28.4% of the audience is underage.

From October 2012 through September 2015, underage viewers saw an alcohol advertisement on a cable TV program that violated alcohol industry voluntary guidelines 5.8 billion times. Examples include:



TOTAL: 5.8 BILLION TIMES

NO BUY

To reduce youth exposure to non-compliant alcohol advertising on cable TV, alcohol advertisers could place programs like these on a “No-Buy” list and avoid placing ads on them.