

Alcohol Advertising Compliance on Cable Television, April – June (Q2) 2016



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June 7, 2017

BACKGROUND

Excessive alcohol consumption contributes to an average of 4,350 deaths among people under age 21 each year,¹ and is associated with many other health risk behaviors, including smoking, physical fighting, and high-risk sexual activity.²⁻⁸ At least 25 longitudinal studies have affirmed that youth exposure to alcohol advertising is associated with the initiation of alcohol consumption by youth, the amount of alcohol consumed per drinking occasion, and/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 non-compliant advertising impressions (96%) aired on cable television programs.¹⁶

The Federal Trade Commission (FTC) has recommended that alcohol advertisers adopt "no-buy" lists to avoid placing alcohol advertising on programs that could violate the industry's voluntary placement guidelines.¹⁷⁻¹⁹ To test the potential impact of this industry practice, Ross et al. developed three no-buy list criteria consistent with FTC recommendations, including avoiding advertising on programs that were known to have previ-

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FUNDING SOURCE: This report was supported by Cooperative Agreement Number 5U48DP005045-03 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

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ously violated the alcohol industry’s placement guidelines (i.e., were serially non-compliant); programs that ran during time periods that were known to be popular among underage youth (i.e., high-risk network-dayparts); or programs that were known to have a small number of adult viewers (i.e., low-rated).¹⁶ They subsequently tested the potential impact of these three no-buy list criteria on youth exposure to alcohol advertising, and estimated that by consistently using these criteria, advertisers could eliminate most of the non-compliant alcohol advertising exposure on cable television.¹⁶

The purpose of this report is to: 1) assess non-compliant alcohol advertising on cable TV that aired during the eight-quarter period from the third quarter (Q3) of 2014 through the second quarter (Q2) of 2016 (i.e., July 2014 to June 2016) based on the three no-buy list criteria developed by Ross et al.;¹⁶ and 2) identify the 25 alcohol brands, programs, and network-dayparts that were responsible for the largest amount of non-compliant alcohol advertising exposure, and the distribution of this exposure based on no-buy list criteria.

METHODS

Measures

Detailed methods are provided in the Appendix. Briefly, alcohol advertising occurrence and commercial audience data were licensed from the Nielsen Ad Intel service (2017 © The Nielsen Company, New York, NY, data from 2013-2016 used under license, all rights reserved). This analysis focused only on those cable television networks, dayparts, and programs that carried alcohol advertising. A *non-compliant advertisement* was defined as an advertisement that was seen by a television audience that did not comply with the alcohol industry’s self-regulatory placement standard (i.e., where greater than 28.4% of all viewers ages 2 years and older were ages 2 to 20 years). Advertising exposure was measured in *impressions*; in this study an impression was defined as a single person seeing a single advertisement, including multiple viewings of an ad by a single individual. *Non-compliant exposure* was therefore defined as the number of advertising impressions seen by youth ages 2 to 20 as a result of non-compliant advertisements.

Non-compliant exposure was classified into one of four sequentially-evaluated and mutually-exclusive categories: *serially non-compliant*, *high-risk network-daypart*, *low-rated*, and *other*. A serially non-compliant advertisement was an advertisement placed on a cable television program that aired at least one non-compliant alcohol advertisement in the prior year. After classifying advertisements that met the conditions of serially non-compliant, advertisements that were placed on cable television networks at times of day that yielded a high number of non-compliant advertisements in the prior year were classified as *high-risk network-dayparts*. Advertisers often cannot specify that advertisements be placed on specific cable television programs and must instead purchase ads to run in certain network dayparts. Therefore, it is important to assess the impact of eliminating alcohol advertising on specific network dayparts when there is a high risk of non-compliance. After classifying ads that met the conditions of airing on a serially non-compliant program and on high-risk network-dayparts, we categorized advertisements that met the criteria of airing on programs with audiences small enough that ratings may be unstable or unreliable as *low-rated*. Low-rated non-compliant advertisements were advertisements placed on cable television programs where the legal-age adult audience (i.e., the total viewers ages 21 and older) was less than approximately 1 million viewers. Any non-compliant advertisement not classified into one of the three previous categories was classified as “other.”

According to voluntary alcohol advertising guidelines alcohol companies should conduct post-audits to identify sources of non-compliant exposure and correct future placements accordingly. Thus, the sequential evaluation of the three no-buy criteria aligns with the alcohol industry’s guidelines to conduct post-audits.

Data Analysis

We analyzed the distribution of youth exposure to alcohol advertising on all cable TV programs based on compliance with voluntary placement guidelines by quarter for the eight quarters from 2014 Q3 through 2016 Q2. The distribution of non-compliant alcohol advertising exposure by no-buy list category (e.g., serially non-compliant, high-risk network-daypart, low-rated) was assessed over this same eight-quarter period. To control for seasonal variation in advertising cycles, we compared non-compliant exposure in one quarter to the matching quarter in the previous year (i.e., year-over-year percent change in non-compliant impressions).

Next, we summed non-compliant alcohol advertising impressions for each brand, and then identified the 25 alcohol brands that were responsible for the largest amount of non-compliant alcohol advertising exposure on cable TV in the 12-quarter period from 2013 Q2 to 2016 Q1, and separately for 2016 Q2, the most recent single quarter for which data were available. The distribution of this non-compliant exposure was then assessed on a brand-specific basis using no-buy list criteria.

Finally, we summed the non-compliant impressions on each cable program and each network-daypart, respectively, that ran alcohol advertising from 2013 Q2 to 2016 Q1 to identify the 25 cable TV programs and high-risk network-dayparts that were responsible for the largest number of non-compliant alcohol advertising impressions during this time period. Separately, we identified the 25 programs and network-dayparts from among those that ran alcohol advertising during 2016 Q2 that were responsible for the largest number of non-compliant alcohol advertising impressions.

We used two different time periods – 2013 Q2 to 2016 Q1 (12 quarters) and 2016 Q2 (one quarter) – in these analyses to assess both long-term and emerging trends in alcohol advertising exposure by brand, program, and network-daypart. The assessment of alcohol advertising exposure over 12 quarters generated a more stable list of the brands, programs, and network-dayparts that were responsible for the largest number of non-compliant impressions. This analysis also accounts for seasonal fluctuations in alcohol advertising. However, the use of the 12-quarter measurement period could have masked more recent changes in non-compliant advertising, including placements on new cable television programs that may represent emerging problems. Furthermore, 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 also separately analyzed non-compliant alcohol advertising for the most recent quarter (i.e., April to June 2016 Q2).

RESULTS

Table 1a: Number and percentage of non-compliant¹ alcohol advertising impressions on cable television programs, by quarter – United States, 2014 Q3 to 2016 Q2

| Time Period | Age 2 to 20 Exposure in Impressions | | |
|------------------------|-------------------------------------|----------------------------------|------------------------------------|
| | Total (000) | Non-Compliant ¹ (000) | Percent Non-Compliant ¹ |
| Year 1 | | | |
| 2014Q3 | 4,305,479 | 510,150 | 11.8% |
| 2014Q4 | 4,516,480 | 514,873 | 11.4% |
| 2015Q1 | 2,220,768 | 250,443 | 11.3% |
| 2015Q2 | 4,989,908 | 549,755 | 11.0% |
| Total Year 1 | 16,032,635 | 1,825,221 | 11.4% |
| Year 2 | | | |
| 2015Q3 | 4,438,349 | 492,278 | 11.1% |
| 2015Q4 | 4,500,303 | 483,112 | 10.7% |
| 2016Q1 | 2,345,107 | 99,416 | 4.2% |
| 2016Q2 | 4,937,489 | 227,794 | 4.6% |
| Total Year 2 | 16,221,248 | 1,302,600 | 8.0% |
| Total Years 1-2 | 32,253,883 | 3,127,821 | 9.7% |

Table 1b: Percent annual change in total and non-compliant¹ alcohol advertising impressions on cable television programs by quarter – United States, 2014 Q3 to 2016 Q2

| Year 2 / Year 1 | Percent Change in Total Exposure | Percent Change in Non-Compliant ¹ Exposure |
|-----------------|----------------------------------|---|
| Q3 | 3.1% | -3.5% |
| Q4 | -0.4% | -6.2% |
| Q1 | 5.6% | -60.3% |
| Q2 | -1.1% | -58.6% |
| Total | 1.2% | -28.6% |

Source: Nielsen 2014-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older.

Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements.

Numbers may not add to totals due to rounding.

Key Findings from Tables 1a and 1b:

- Youth were exposed to a total of 32.3 billion alcohol advertising impressions on cable TV during the 2-year period from 2014 Q3 through 2016 Q2. About 3.1 billion (9.7%) of these impressions were due to alcohol advertising exposure that did *not* comply with the alcohol industry voluntary guidelines (i.e., non-compliant ads).
- Total youth advertising exposure *increased* by 1.2%, from 16.0 billion impressions in Year 1 to 16.2 billion impressions in Year 2, while non-compliant exposure *decreased* by 28.6%, from 1.8 billion impressions in Year 1 to 1.3 billion impressions in Year 2.
- The percent of total alcohol advertising exposure that did *not* comply with industry guidelines ranged from 11.8% in 2014 Q3 to 4.2% in 2016 Q1.
- Comparing matching quarters in Year 2 to Year 1, non-compliant alcohol advertising exposure on cable TV *decreased* by 3.5% in Q3 of Year 2 (July to September 2015) relative to Q3 of Year 1 (July to September 2014); *decreased* by 6.2% in Q4 of Year 2 (October to December 2015) relative to Q4 of Year 1 (October to December 2014); *decreased* by 60.3% in 2016 Q1 (January to March 2016) relative to 2015 Q1 (January to March 2015); and then *decreased* by 58.6% in 2016 Q2 (April to June 2016) relative to non-compliant exposure in 2015 Q2 (April to June 2015).

Table 2: Number and percentage of non-compliant¹ alcohol advertising impressions on cable television programs, by quarter – United States, 2014 Q3 to 2016 Q2

Non-Compliant¹ Age 2 to 20 Exposure in Impressions (Percent of All)

| Time Period | All (000) | Serially Non-Compliant ² (000) | High-Risk Network-Dayparts ³ (000) | Low-Rated ⁴ (000) | Other ⁵ (000) |
|------------------------|------------------|---|---|---------------------------------|-----------------------------|
| Year 1 | | | | | |
| 2014Q3 | 510,150 | 349,054 (68.4%) | 125,449 (24.6%) | 34,445 (6.8%) | 1,202 (0.2%) |
| 2014Q4 | 514,873 | 353,671 (68.7%) | 131,056 (25.5%) | 30,147 (5.9%) | 0 (0.0%) |
| 2015Q1 | 250,443 | 201,244 (80.4%) | 36,289 (14.5%) | 12,910 (5.2%) | 0 (0.0%) |
| 2015Q2 | 549,755 | 441,419 (80.3%) | 75,575 (13.7%) | 32,761 (6.0%) | 0 (0.0%) |
| Total Year 1 | 1,825,221 | 1,345,387 (73.7%) | 368,370 (20.2%) | 110,263 (6.0%) | 1,202 (0.1%) |
| Year 2 | | | | | |
| 2015Q3 | 492,278 | 361,155 (73.4%) | 91,675 (18.6%) | 39,448 (8.0%) | 0 (0.0%) |
| 2015Q4 | 483,112 | 284,283 (58.8%) | 159,514 (33.0%) | 39,315 (8.1%) | 0 (0.0%) |
| 2016Q1 | 99,416 | 77,417 (77.9%) | 18,742 (18.9%) | 3,256 (3.3%) | 0 (0.0%) |
| 2016Q2 | 227,794 | 162,980 (71.5%) | 53,943 (23.7%) | 10,870 (4.8%) | 0 (0.0%) |
| Total Year 2 | 1,302,600 | 885,836 (68.0%) | 323,875 (24.9%) | 92,888 (7.1%) | 0 (0.0%) |
| Total Years 1-2 | 3,127,821 | 2,231,223 (71.3%) | 692,245 (22.1%) | 203,151 (6.5%) | 1,202 (0.0%) |
| Percent Change | | | | | |
| Year 2 / Year 1 | -28.6% | -34.2% | -12.1% | -15.8% | -100.0% |
| Percent Change | | | | | |
| 2016Q2 / 2015Q2 | -58.6% | -63.1% | -28.6% | -66.8% | 0.0% |

Source: Nielsen 2014-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements.

²Exposure resulting from placement of advertisements on the same programs that were found to produce non-compliant advertisements in the prior calendar year.

³Exposure resulting from placement of advertisements on any one of 207 network and time-of-day combinations that accounted for 90% of non-compliant exposure in the prior calendar year.

⁴Exposure resulting from placement of advertisements on cable television programs with an adult rating (ages 21 and older) less than 0.50 (less than approximately 1 million adult viewers).

⁵Exposure resulting from all other non-compliant advertising placements.

NOTE: Each category of non-compliant exposure (e.g., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (i.e., exposure that occurred on high-risk network-dayparts is exclusive of exposure on serially non-compliant programs).

Numbers may not add to totals due to rounding.

Key Findings from Table 2:

- During the two-year period from 2014 Q3 through 2016 Q2, nearly all of the non-compliant alcohol advertising exposures met one of the three no-buy list criteria (e.g., serially non-compliant, high-risk network-daypart, or low-rated).
- Serially non-compliant programs were responsible for 71.3% of all non-compliant exposure over the two-year period; high-risk network-dayparts were responsible for 22.1% of non-compliant exposure; and low-rated programs were responsible for 6.5% of non-compliant exposure.
- Taken together, advertising on serially non-compliant programs and advertising on high-risk network-dayparts accounted for more than 9 out of every 10 non-compliant impressions in both Year 1 (2014 Q3 – 2015 Q2) and Year 2 (2015 Q3 – 2016 Q2).
- Comparing Year 2 to Year 1, non-compliant alcohol advertising *decreased* by 34.2% on serially non-compliant programs; *decreased* by 12.1% on high-risk network-dayparts; *decreased* by 15.8% on low-rated programs; and *decreased* by 100.0% on “other” types of non-compliant exposure.
- The decrease in non-compliant exposure classified as “other” in Year 2 compared to Year 1 was due to the airing of alcohol advertising on the USA Network prime time show *World Wrestling Entertainment (WWE)* in the third quarter (July to September) of 2014, which did not occur during comparable periods in Year 2.
- Comparing 2016 Q2 to 2015 Q2, non-compliant exposure from serially non-compliant programs *decreased* by 63.1% from 441 million impressions to 163 million impressions, and non-compliant exposure from high-risk network-dayparts *decreased* by 28.6% from 75.6 million impressions to 53.9 million impressions.

Table 3a: Total non-compliant¹ alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant¹ impressions – United States, 2013 Q2 to 2016 Q1

| Brand | Age 2 to 20 Total Exposure in Impressions (000) | Total Non-Compliant ¹ Exposure in Impressions (000) (Percent of Total Exposure) | Type of Non-Compliant ¹ Exposure in Impressions (Percent of Total Non-Compliant Exposure) | | | |
|---|---|--|---|--|---------------------------------|-----------------------------|
| | | | Serially Non-Compliant ² (000) | High-Risk Network-Daypart ³ (000) | Low-Rated ⁴ (000) | Other ⁵ (000) |
| Bud Light | 1,995,440 | 235,440 (11.8%) | 164,255 (69.8%) | 50,429 (21.4%) | 20,756 (8.8%) | 0 (0.0%) |
| Corona Extra Beer | 2,077,545 | 232,841 (11.2%) | 172,332 (74.0%) | 40,104 (17.2%) | 18,242 (7.8%) | 2,162 (0.9%) |
| Redds Brewing Company Beverages | 1,992,123 | 231,968 (11.6%) | 167,523 (72.2%) | 50,990 (22.0%) | 10,019 (4.3%) | 3,436 (1.5%) |
| Heineken Beer | 1,668,055 | 211,953 (12.7%) | 161,756 (76.3%) | 32,149 (15.2%) | 16,759 (7.9%) | 1,289 (0.6%) |
| Miller Lite | 1,978,923 | 200,120 (10.1%) | 157,401 (78.7%) | 28,364 (14.2%) | 14,355 (7.2%) | 0 (0.0%) |
| Dos Equis Beer | 1,699,937 | 192,277 (11.3%) | 149,240 (77.6%) | 28,268 (14.7%) | 13,382 (7.0%) | 1,387 (0.7%) |
| Samuel Adams Boston Lager | 1,417,842 | 191,753 (13.5%) | 141,628 (73.9%) | 34,834 (18.2%) | 15,291 (8.0%) | 0 (0.0%) |
| Bacardi Rums | 1,043,818 | 164,916 (15.8%) | 110,585 (67.1%) | 45,003 (27.3%) | 9,328 (5.7%) | 0 (0.0%) |
| Bud Light Lime-a-Rita | 999,092 | 145,651 (14.6%) | 110,442 (75.8%) | 27,729 (19.0%) | 7,480 (5.1%) | 0 (0.0%) |
| Disaronno Originale Amaretto | 549,633 | 124,122 (22.6%) | 89,014 (71.7%) | 28,640 (23.1%) | 6,468 (5.2%) | 0 (0.0%) |
| Samuel Adams Beers | 892,778 | 120,058 (13.4%) | 98,219 (81.8%) | 15,599 (13.0%) | 6,240 (5.2%) | 0 (0.0%) |
| Strongbow Hard Cider | 1,026,125 | 119,464 (11.6%) | 69,702 (58.3%) | 42,161 (35.3%) | 7,602 (6.4%) | 0 (0.0%) |
| Coors Light | 1,360,466 | 115,681 (8.5%) | 89,678 (77.5%) | 17,689 (15.3%) | 8,314 (7.2%) | 0 (0.0%) |
| Budweiser Beer | 788,506 | 112,859 (14.3%) | 79,164 (70.1%) | 19,048 (16.9%) | 14,647 (13.0%) | 0 (0.0%) |
| Hennessy Cognacs | 627,463 | 110,981 (17.7%) | 80,865 (72.9%) | 18,412 (16.6%) | 4,956 (4.5%) | 6,749 (6.1%) |
| Twisted Tea Malt Beverage | 926,397 | 104,130 (11.2%) | 72,852 (70.0%) | 23,310 (22.4%) | 6,766 (6.5%) | 1,202 (1.2%) |
| Heineken Premium Lite Lager | 856,253 | 95,714 (11.2%) | 73,419 (76.7%) | 15,749 (16.5%) | 6,546 (6.8%) | 0 (0.0%) |
| Jose Cuervo Especial Tequila | 666,885 | 94,258 (14.1%) | 68,958 (73.2%) | 20,445 (21.7%) | 4,854 (5.2%) | 0 (0.0%) |
| Angry Orchard Hard Ciders | 899,416 | 80,871 (9.0%) | 59,758 (73.9%) | 12,408 (15.3%) | 8,052 (10.0%) | 653 (0.8%) |
| 1800 Silver Tequila | 571,946 | 77,669 (13.6%) | 66,098 (85.1%) | 9,007 (11.6%) | 2,564 (3.3%) | 0 (0.0%) |
| Grey Goose Vodka | 555,406 | 73,541 (13.2%) | 53,550 (72.8%) | 17,015 (23.1%) | 2,975 (4.0%) | 0 (0.0%) |
| Smith and Forge Hard Cider | 606,247 | 71,531 (11.8%) | 54,631 (76.4%) | 14,263 (19.9%) | 2,637 (3.7%) | 0 (0.0%) |
| Michelob Ultra Light Beer | 731,794 | 71,008 (9.7%) | 53,224 (75.0%) | 10,988 (15.5%) | 6,182 (8.7%) | 614 (0.9%) |
| Smirnoff Freeze and Shake Frozen Cocktails | 300,124 | 65,606 (21.9%) | 41,229 (62.8%) | 21,485 (32.7%) | 2,892 (4.4%) | 0 (0.0%) |
| Dewar's White Label Scotch Whiskey | 447,234 | 62,286 (13.9%) | 51,126 (82.1%) | 8,748 (14.0%) | 2,412 (3.9%) | 0 (0.0%) |
| Top 25 Brands | 26,679,448 | 3,306,697 (11.8%) | 2,436,647 (73.7%) | 632,838 (19.1%) | 219,720 (6.6%) | 17,491 (0.5%) |
| Remaining 152 Brands | 20,754,896 | 2,267,517 (10.9%) | 1,613,732 (71.2%) | 455,590 (20.1%) | 174,783 (7.7%) | 23,412 (1.0%) |
| All Brands | 47,434,344 | 5,574,214 (11.8%) | 4,050,379 (72.7%) | 1,088,428 (19.5%) | 394,503 (7.1%) | 40,903 (0.7%) |
| Top 25 Brands as a Percent of All Brands | 56.2% | 59.3% | 60.2% | 58.1% | 55.7% | 42.8% |

Source: Nielsen 2013-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements.

²Exposure resulting from placement of advertisements on the same programs that were found to produce non-compliant advertisements in the prior calendar year.

³Exposure resulting from placement of advertisements on any one of 207 network and time-of-day combinations that accounted for 90% of non-compliant exposure in the prior calendar year.

⁴Exposure resulting from placement of advertisements on cable television programs with an adult rating (ages 21 and older) less than 0.50 (less than approximately 1 million adult viewers).

⁵Exposure resulting from all other non-compliant advertising placements.

NOTE: Alcohol brands are listed based on total non-compliant alcohol advertising exposure. Each category of non-compliant exposure (e.g., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (i.e., exposure that occurred on high-risk network-dayparts is exclusive of exposure on serially non-compliant programs).

Numbers may not add to totals due to rounding.

Key Findings from Table 3a:

- The 25 alcohol brands with the largest number of non-compliant alcohol advertising impressions across all no-buy list criteria were responsible for over half (59.3%) of all non-compliant exposure from 2013 Q2 to 2016 Q1.
- Brands varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 8.5% to 22.6% during the 12-quarter period.
- More than 1 out of every 5 impressions from Disaronno Originale Amaretto (22.6%) and from Smirnoff Freeze and Shake Frozen Cocktails (21.9%) were non-compliant during the 12-quarter period.
- Serially non-compliant alcohol advertising exposure was responsible for about 3 in 4 (73.7%) of the total non-compliant alcohol advertising exposure attributable to these 25 alcohol brands. Serially non-compliant exposure as a percent of all non-compliant exposure generated by each brand ranged from 58.3% (Strongbow Hard Cider) to 85.1% (1800 Silver Tequila).

Table 3b: Total non-compliant¹ alcohol advertising exposure for the 25 alcohol brands with the largest number of non-compliant¹ impressions – United States, 2016 Q2

| Brand | Age 2 to 20 Total Exposure in Impressions (000) | Total Non-Compliant ¹ Exposure in Impressions (000) (Percent of Total Exposure) | Type of Non-Compliant ¹ Exposure in Impressions (Percent of Total Non-Compliant Exposure) | | | |
|---|---|--|---|--|---------------------------------|-----------------------------|
| | | | Serially Non-Compliant ² (000) | High-Risk Network-Daypart ³ (000) | Low-Rated ⁴ (000) | Other ⁵ (000) |
| Bud Light Lime | 190,166 | 17,720 (9.3%) | 12,184 (68.8%) | 5,242 (29.6%) | 295 (1.7%) | 0 (0.0%) |
| Redds Brewing Company Beverages | 237,504 | 16,018 (6.7%) | 11,154 (69.6%) | 4,742 (29.6%) | 122 (0.8%) | 0 (0.0%) |
| Bud Light | 258,956 | 15,542 (6.0%) | 11,118 (71.5%) | 3,971 (25.6%) | 453 (2.9%) | 0 (0.0%) |
| Busch | 138,141 | 14,137 (10.2%) | 10,852 (76.8%) | 1,842 (13.0%) | 1,442 (10.2%) | 0 (0.0%) |
| Corona Extra Beer | 308,157 | 13,266 (4.3%) | 11,257 (84.9%) | 1,932 (14.6%) | 78 (0.6%) | 0 (0.0%) |
| Budweiser Beer | 156,956 | 11,396 (7.3%) | 6,288 (55.2%) | 4,467 (39.2%) | 641 (5.6%) | 0 (0.0%) |
| Modelo Especial Beer | 183,557 | 10,864 (5.9%) | 8,214 (75.6%) | 2,425 (22.3%) | 225 (2.1%) | 0 (0.0%) |
| Bud Light Lime-a-Rita | 188,996 | 9,366 (5.0%) | 6,904 (73.7%) | 2,429 (25.9%) | 33 (0.4%) | 0 (0.0%) |
| Smith and Forge Hard Cider | 170,011 | 8,918 (5.2%) | 5,417 (60.7%) | 3,391 (38.0%) | 110 (1.2%) | 0 (0.0%) |
| Bacardi Rums | 110,303 | 8,661 (7.9%) | 6,482 (74.8%) | 2,168 (25.0%) | 12 (0.1%) | 0 (0.0%) |
| Michelob Ultra Light Beer | 180,924 | 7,574 (4.2%) | 3,823 (50.5%) | 3,369 (44.5%) | 382 (5.0%) | 0 (0.0%) |
| Miller Lite | 201,475 | 7,440 (3.7%) | 6,231 (83.8%) | 1,160 (15.6%) | 49 (0.7%) | 0 (0.0%) |
| Strongbow Hard Cider | 125,356 | 7,189 (5.7%) | 6,134 (85.3%) | 1,055 (14.7%) | 0 (0.0%) | 0 (0.0%) |
| Samuel Adams Beers | 123,315 | 6,607 (5.4%) | 4,397 (66.6%) | 1,276 (19.3%) | 933 (14.1%) | 0 (0.0%) |
| Jack Daniels Tennessee Honey | 66,447 | 5,370 (8.1%) | 3,313 (61.7%) | 1,649 (30.7%) | 408 (7.6%) | 0 (0.0%) |
| Dos Equis Beer | 143,546 | 5,363 (3.7%) | 3,990 (74.4%) | 1,144 (21.3%) | 229 (4.3%) | 0 (0.0%) |
| Heineken Premium Lite Lager | 89,895 | 3,959 (4.4%) | 2,433 (61.5%) | 935 (23.6%) | 591 (14.9%) | 0 (0.0%) |
| Samuel Adams Summer Ale | 60,831 | 3,823 (6.3%) | 2,475 (64.7%) | 815 (21.3%) | 534 (14.0%) | 0 (0.0%) |
| Angry Orchard Hard Ciders | 85,820 | 3,645 (4.2%) | 2,410 (66.1%) | 134 (3.7%) | 1,101 (30.2%) | 0 (0.0%) |
| Corona Extra Light Beer | 138,381 | 3,515 (2.5%) | 2,385 (67.8%) | 993 (28.2%) | 138 (3.9%) | 0 (0.0%) |
| Heineken Beer | 97,112 | 2,956 (3.0%) | 1,569 (53.1%) | 990 (33.5%) | 398 (13.5%) | 0 (0.0%) |
| The Traveler Beer Company Beers | 58,415 | 2,837 (4.9%) | 1,898 (66.9%) | 195 (6.9%) | 744 (26.2%) | 0 (0.0%) |
| Twisted Tea Malt Beverage | 89,085 | 2,809 (3.2%) | 2,369 (84.3%) | 432 (15.4%) | 9 (0.3%) | 0 (0.0%) |
| Dewar's White Label Scotch Whiskey | 53,584 | 2,661 (5.0%) | 2,624 (98.6%) | 34 (1.3%) | 3 (0.1%) | 0 (0.0%) |
| Smirnoff Ice Malt Beverage | 25,503 | 2,390 (9.4%) | 1,800 (75.3%) | 590 (24.7%) | 0 (0.0%) | 0 (0.0%) |
| Top 25 Brands | 3,482,436 | 194,027 (4.6%) | 137,721 (71.0%) | 47,377 (24.4%) | 8,929 (4.6%) | 0 (0.0%) |
| Remaining 44 Brands | 1,455,053 | 33,767 (2.3%) | 25,259 (74.8%) | 6,567 (19.4%) | 1,941 (5.7%) | 0 (0.0%) |
| All Brands | 4,937,489 | 227,794 (4.6%) | 162,980 (71.5%) | 53,943 (23.7%) | 10,870 (4.8%) | 0 (0.0%) |
| Top 25 Brands as a Percent of All Brands | 70.5% | 85.2% | 84.5% | 87.8% | 82.1% | NA |

Source: Nielsen 2016

1A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements.

2Exposure resulting from placement of advertisements on the same programs that were found to produce non-compliant advertisements in the prior calendar year.

3Exposure resulting from placement of advertisements on any one of 207 network-time of the day combinations that accounted for 90% of non-compliant exposure in the prior calendar year.

4Exposure resulting from placement of advertisements on cable television programs with an adult rating (ages 21 and older) less than 0.50 (less than approximately 1 million adult viewers).

5Exposure resulting from all other non-compliant advertising placements.

NOTE: Alcohol brands are listed based on total non-compliant alcohol advertising exposure. Each category of non-compliant exposure (e.g., serially non-compliant) was sequentially evaluated in the order presented (footnotes 2-5), and is mutually exclusive (i.e., exposure that occurred on high-risk network-dayparts is exclusive of exposure on serially non-compliant programs).

NA = Not Applicable (divide by zero)

Numbers may not add to totals due to rounding.

Key Findings from Tables 3b:

- The 25 alcohol brands with the largest number of non-compliant alcohol advertising impressions were responsible for 85.2% of the non-compliant exposure during 2016 Q2.
- Brands varied considerably in the proportion of their total advertising exposure that was non-compliant, ranging from 2.5% (Corona Extra Light Beer) to 10.2% (Busch).
- Serially non-compliant exposure was responsible for more than 7 in 10 (71.0%) of the total non-compliant advertising impressions attributable to these 25 brands in 2016 Q2, ranging from 50.5% (Michelob Ultra Light Beer) to 98.6% (Dewar's White Label Scotch Whiskey).
- Eight brands on the 2016 Q2 no-buy prototype list did not appear on the 12-quarter list (Table 3a). These brands included: Jack Daniels Tennessee Honey, Bud Light Lime, Busch, Modelo Especial Beer, Samuel Adams Summer Ale, Corona Extra Light Beer, The Traveler Beer Company Beers, and Smirnoff Ice Malt Beverage.

Table 4a: Total non-compliant¹ alcohol advertising exposure on the 25 cable television programs with the largest number of non-compliant¹ impressions – United States, 2013 Q2 to 2016 Q1

Ranked by Total Non-Compliant¹ Exposure
2013 Q2 to 2016 Q1

| Cable Network:Program | Non-Compliant ¹ Ads | Non-Compliant ¹ Exposure in Impressions (000) |
|---|--------------------------------|--|
| FX:FX MOVIE PRIME | 1,014 | 305,419 |
| BET:BET MOVIE OF THE WEEK | 1,104 | 171,209 |
| FXX:FXX MOVIE PRIME | 1,985 | 159,121 |
| CMDY:COMEDY CENTRAL MOVIE | 892 | 144,190 |
| TRU:TRUTV TOP FUNNIEST | 1,343 | 128,569 |
| ESPN:SPORTSCENTER MORNING | 818 | 104,209 |
| ESQ:AMERICAN NINJA WARRIOR | 2,340 | 100,337 |
| SPIKE:SPIKE TV MOVIE | 639 | 98,051 |
| FX:FX MOVIE LATE | 451 | 88,956 |
| VH1:R&R PICTURE SHOWS | 762 | 76,369 |
| TRU:IMPRACTICAL JOKERS | 476 | 75,556 |
| TRU:WORLDS DUMBEST | 720 | 73,749 |
| FX:FX MOVIE WKND AFTERNOON | 249 | 61,068 |
| NGC:BRAIN GAMES | 514 | 54,195 |
| TRU:SOUTH BEACH TOW | 426 | 51,670 |
| TRU:ADAM RUINS EVERYTHING | 607 | 49,482 |
| ENT:MOVIES WE LOVE | 374 | 47,522 |
| ENT:KEEPING UP KARDASHIANS | 443 | 45,859 |
| ESPN:SPORTSCENTER MORNING L | 244 | 42,714 |
| CMDY:COLBERT REPORT | 283 | 42,466 |
| ESPN:SPORTSCENTER AM L | 304 | 39,635 |
| TRU:CARBONARO EFFECT_ THE | 350 | 37,878 |
| SCI:MYTHBUSTERS | 407 | 37,561 |
| VH1:LOVE & HIP HOP ATLANTA 2 | 195 | 35,604 |
| SPIKE: INK MASTER | 253 | 32,407 |
| Top 25 Programs | 17,193 | 2,103,797 |
| Remaining 12,123 programs | 70,502 | 3,470,417 |
| All Programs | 87,695 | 5,574,214 |
| Top 25 Programs as a Percent of All Programs | 19.6% | 37.7% |

Source: Nielsen 2013-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements.

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

Numbers may not add to totals due to rounding.

Key Findings from Table 4a:

- The 25 cable programs with the largest number of non-compliant alcohol advertising impressions accounted for nearly 2 in 5 (37.7%) of all non-compliant impressions on cable TV programs during the 12-quarter period from 2013 Q2 to 2016 Q1 (April 2013 to March 2016).
- All 25 programs with the largest number of non-compliant impressions during the 12-quarter period generated non-compliant exposure on serially non-compliant programs.
- Eight of the 25 programs (32.0%) with the largest number of non-compliant impressions were programs that broadcast televised movies (*FX Movie Prime*, *BET Movie of the Week*, *FXX Movie Prime*, *CMDY Comedy Central Movie*, *SPIKE TV Movie*, *FX Movie Late*, *FX Movie Wknd Afternoon*, and *ENT Movies We Love*). These eight programs accounted for nearly 1 in 5 (19.3%) of all non-compliant impressions during the 12-quarter period (April 2013 to March 2016).

Table 4b: Total non-compliant¹ alcohol advertising exposure on the 25 cable television programs with the largest number of non-compliant¹ impressions – United States, 2016 Q2

Ranked by Total Non-Compliant¹ Exposure
2016 Q2

| Cable Network:Program | Non-Compliant ¹ Ads | Non-Compliant ¹ Exposure in Impressions (000) |
|---|--------------------------------|--|
| TRU:TRUTV TOP FUNNIEST | 348 | 24,113 |
| TRU:COMEDY KNOCKOUT | 206 | 12,417 |
| VH1:LOVE & HIP HOP ATLANTA 5 | 104 | 9,329 |
| VH1:R&R PICTURE SHOWS | 105 | 9,283 |
| BET:BET MOVIE OF THE WEEK | 89 | 8,107 |
| FXX:FXX MOVIE PRIME | 73 | 7,152 |
| ENT:KEEPING UP KARDASHIANS | 70 | 6,328 |
| SYFY:SYFY MOVIE | 48 | 5,450 |
| TRU:LATE NIGHT SNACK | 91 | 4,550 |
| TBSC:FAMILY GUY | 19 | 4,172 |
| FX:FX MOVIE WKND AFTERNOON | 17 | 4,066 |
| SPIKE:LIP SYNC BATTLE | 33 | 3,591 |
| TRU:TRUINSIDE | 67 | 3,418 |
| FX:FX MOVIE LATE | 20 | 3,227 |
| TRU:ALMOST GENIUS | 45 | 3,208 |
| SCI:MYTHBUSTERS | 53 | 3,120 |
| NBAT:NBA GAMETIME | 204 | 3,095 |
| CMDY:TOSH.O | 35 | 2,863 |
| BET:MARTIN | 32 | 2,806 |
| MLBN:QUICK PITCH | 162 | 2,738 |
| FXX:SIMPSONS | 23 | 2,644 |
| TRU:CARBONARO EFFECT_ THE | 25 | 2,242 |
| VH1:BLACK INK CREW 4 | 28 | 2,167 |
| CMDY:COMEDY CENTRAL MOVIE | 17 | 1,977 |
| DISC:RETURN OF MONSTER MAKO | 9 | 1,946 |
| Top 25 Programs | 1,923 | 134,008 |
| Remaining 3,200 programs | 3,986 | 93,785 |
| All Programs | 5,909 | 227,794 |
| Top 25 Programs as a Percent of All Programs | 32.5% | 58.8% |

Source: Nielsen 2013-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements.

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

Numbers may not add to totals due to rounding.

Key Findings from Table 4b:

- The 25 cable programs with the largest number of non-compliant alcohol advertising impressions accounted for about 3 in 5 (58.8%) of all non-compliant impressions during 2016 Q2 (April to June 2016).
- The cable programs that were responsible for high levels of non-compliant exposure in the most recent quarter (2016 Q2), but not in the preceding 12 quarters included: *BET:Martin*, *CMDY:Tosh.O*, *DISC:Return of Monster Mako*, *FXX:Simpsons*, *MLBN:Quick Pitch*, *NBAT:NBA Gametime*, *SPIKE:Lip Sync Battle*, *SYFY:SYFY Movie*, *TBSC:Family Guy*, *TRU:Almost Genius*, *TRU:Comedy Knockout*, *TRU:Late Night Snack*, *TRU:TruInside*, and *VH1:Black Ink Crew 4*.
- Nineteen (76.0%) of the 25 programs with the largest number of non-compliant impressions in 2016 Q2 generated serially non-compliant advertising exposure. The six programs in 2016 Q2 that did not generate serially non-compliant exposure all generated non-compliant exposure during high-risk network-dayparts (data not shown).

Table 5a: Total non-compliant¹ alcohol advertising exposure on the 25 cable television network-dayparts² with the largest number of non-compliant¹ impressions — United States, 2013 Q2 to 2016 Q1

Ranked by Total Non-Compliant¹ Exposure
2013 Q2 to 2016 Q1

| Cable Network:Daypart | Non-Compliant ¹ Ads | Non-Compliant ¹ Exposure in Impressions (000) |
|---|--------------------------------|--|
| TRU:Overnight | 4,213 | 310,490 |
| TRU:Prime | 1,446 | 193,970 |
| ESPN:Overnight | 1,105 | 170,098 |
| FX:Overnight | 1,024 | 163,628 |
| FX:Prime | 465 | 155,852 |
| VH1:Prime | 832 | 155,278 |
| CMDY:Overnight | 1,027 | 139,284 |
| BET:Prime | 630 | 108,625 |
| CMDY:Prime | 581 | 107,231 |
| ESPN:MF_Morn_05_10 | 791 | 101,207 |
| FX:Prime | 870 | 86,303 |
| FX:Overnight | 1,481 | 79,619 |
| SPIKE:Overnight | 680 | 77,672 |
| BET:Overnight | 494 | 72,435 |
| VH1:Overnight | 559 | 67,326 |
| NBAT:Overnight | 2,998 | 56,163 |
| FX:PrimeAccess | 210 | 53,819 |
| FX:MF_EN_18_19 | 237 | 50,804 |
| CMDY:PrimeAccess | 293 | 50,211 |
| TBSC:Overnight | 382 | 48,631 |
| ESQ:Prime | 1,220 | 48,355 |
| FX:WE_Day_10_16 | 192 | 44,660 |
| TRU:MF_EF_16_18 | 477 | 43,179 |
| FX:PrimeAccess | 526 | 41,868 |
| SPIKE:Prime | 235 | 40,263 |
| Top 25 Network-Dayparts | 22,968 | 2,466,970 |
| Remaining 969 Network-Dayparts | 64,727 | 3,107,244 |
| All Network-Dayparts | 87,695 | 5,574,214 |
| Top 25 Network-Dayparts as a Percent of All Network-Dayparts | 26.2% | 44.3% |

Source: Nielsen 2013-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements.

²A network-daypart is a particular time of day on a given television network (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.

NOTE: These high-risk network-dayparts have been listed independent of the serially non-compliant programs in Table 4.

Numbers may not add to totals due to rounding.

Key Findings from Table 5a:

- The 25 network-dayparts on cable television that generated the largest number of non-compliant alcohol advertising impressions accounted for more than 2 in 5 (44.3%) of the non-compliant exposure on cable network-dayparts during the 12-quarter period.
- *Overnight*, *Prime*, and *Prime Access* dayparts accounted for 21 out of 25 network-dayparts that generated the most non-compliant exposure during the 12-quarter period.
- Two networks, *TRUTV* and *FX*, accounted for more than 1 out of 5 (22.7%) non-compliant impressions during the 12-quarter period (data not shown).

Table 5b: Total non-compliant¹ alcohol advertising exposure on the 25 cable television network-dayparts² with the largest number of non-compliant¹ impressions — United States, 2016 Q2

Ranked by Total Non-Compliant¹ Exposure
2016 Q2

| Cable Network:Daypart | Non-Compliant ¹ Ads | Non-Compliant ¹ Exposure in Impressions (000) |
|---|--------------------------------|--|
| TRU:Overnight | 463 | 26,892 |
| TRU:Prime | 132 | 11,174 |
| VH1:Prime | 102 | 9,905 |
| NBAT:Overnight | 346 | 6,463 |
| FX:Overnight | 35 | 4,547 |
| TBSC:MF_Day_10_16 | 19 | 4,172 |
| FX:WE_Day_10_16 | 17 | 4,066 |
| BET:Prime | 42 | 3,914 |
| TRU:MF_LN_23_2330 | 55 | 3,782 |
| VH1:Overnight | 47 | 3,766 |
| CMDY:Prime | 36 | 3,670 |
| FXX:MF_EN_18_19 | 36 | 3,465 |
| SPIKE:Overnight | 35 | 3,245 |
| CMDY:Overnight | 54 | 3,240 |
| FXX:PrimeAccess | 32 | 3,224 |
| TRU:WE_Day_10_16 | 53 | 3,154 |
| BET:MF_EN_18_19 | 33 | 2,790 |
| DISC:MF_Day_10_16 | 16 | 2,778 |
| FXX:Overnight | 50 | 2,737 |
| BET:PrimeAccess | 31 | 2,549 |
| VH1:WE_Day_10_16 | 31 | 2,543 |
| NBAT:Prime | 199 | 2,520 |
| ENT:MF_EN_18_19 | 24 | 2,336 |
| FXX:Prime | 19 | 2,179 |
| BET:MF_Day_10_16 | 34 | 2,132 |
| Top 25 Network-Dayparts | 1,941 | 121,243 |
| Remaining 824 Network-Dayparts | 3,968 | 106,551 |
| All Network-Dayparts | 5,909 | 227,794 |
| Top 25 Network-Dayparts as a Percent of All Network-Dayparts | 32.8% | 53.2% |

Source: Nielsen 2013-2016

¹A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements.

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.

NOTE: These high-risk network-dayparts have been listed independent of the serially non-compliant programs listed in Table 4.

Numbers may not add to totals due to rounding.

Key Findings from Table 5b:

- The 25 network-dayparts on cable television that generated the largest number of non-compliant alcohol advertising impressions accounted for about 1 in 2 (53.2%) of all non-compliant impressions during 2016 Q2.
- Network-dayparts that generated high levels of non-compliant exposure in the most recent quarter that did *not* appear on the 12-quarter list included: *BET:MF_Day_10_16*, *BET:MF_EN_18_19*, *BET:PrimeAccess*, *DISC:MF_Day_10_16*, *ENT:MF_EN_18_19*, *FXX:MF_EN_18_19*, *NBAT:Prime*, *TBSC:MF_Day_10_16*, *TRU:MF_LN_23_2330*, *TRU:WE_Day_10_16*, and *VH1:WE_Day_10_16*.

SUMMARY AND RECOMMENDATIONS

In the 2-year period ending in 2016 Q2, about 1 in 10 alcohol advertising impressions viewed on cable TV by youth under the legal drinking age did not comply with the alcohol industry's self-regulated advertising placement guidelines. This resulted in 3.1 billion non-compliant underage impressions between 2014 Q3 and 2016 Q2.

However, the number of non-compliant impressions in the second quarter of 2016 compared to the second quarter of 2015 *decreased* by 58.6%, from 550 million impressions in 2015 Q2 to 228 million impressions in 2016 Q2. The percent of total underage exposure to alcohol advertising that was non-compliant *decreased* from 11.0% in 2015 Q2 to 4.6% in 2016 Q2. This is the second consecutive substantial decrease in non-compliant alcohol advertising exposure on cable TV comparing the most recent quarter to the matching quarter in the previous year. This encouraging finding requires further investigation into the factors that may have contributed to this decrease.

Even though youth exposure to non-compliant alcohol advertising *decreased* by 28.6% from year 2 (2015 Q3 – 2016 Q2) relative to year 1 (2014 Q3 – 2015 Q2), overall youth exposure to alcohol advertising *increased* by 1.2%. This finding underscores the importance of continued monitoring to encourage compliance with the voluntary guidelines in an effort to minimize possible increases in overall youth exposure.

We also found that most individual alcohol brands are generating non-compliant exposure in a similar fashion – that is, through ads placed on serially non-compliant programs and during high-risk network-dayparts. As a result, individual brands could substantially reduce non-compliant youth exposure to alcohol advertising by adopting the complete set of no-buy list criteria described in this report.

Alcohol industry codes already require a post-audit of advertising placements to identify programs and network-dayparts that resulted in non-compliant exposure.^{12,14,15} The order in which non-compliant exposure is evaluated by the no-buy list criteria in this report aligns with the alcohol industry's current recommendations for conducting such post-audits.

Furthermore, non-compliant exposure is highly concentrated on a relatively small number of programs and networks. As such, alcohol advertisers can substantially reduce non-compliant alcohol advertising by avoiding these programs and still have many alternative advertising placement options. Removing advertising from the 25 programs and the 25 high-risk network-dayparts that are responsible for a substantial proportion of non-compliant alcohol advertising in both the most recent 12 quarters *and* the most recent single quarter is one way for advertisers to increase compliance with their self-regulatory alcohol advertising guidelines and reduce youth exposure to non-compliant alcohol advertising.

The program and network-daypart no-buy lists could also be used in combination. For example, ads might be placed on the VH1 network during prime time but not on the programs *Love & Hip Hop* or *R&R Picture Shows*. For another example, advertisers could request no alcohol advertisements be placed on TruTV due to the continually high levels of non-compliant exposure from placements on that network.

Many of the individual programs that are generating non-compliant exposure are televised movies including *FX Movie Prime*, *BET Movie of the Week*, *FX Movie Late*, *FXX Movie Prime*, *Spike TV Movie*, *ENT Movies We Love*, and *FX Movie Weekend Afternoon*. The audience for a televised movie varies depending on the movie itself, and thus special care may need to be taken to avoid non-compliant advertising during televised movies. Future research may examine non-compliant placements on televised movies to

determine if movie genre, Motion Picture Association of America (MPAA) rating (e.g., PG, PG-13, or R ratings), or other factors are useful for predicting the probability of a movie generating non-compliant alcohol advertising exposure.

Youth exposure to alcohol advertising has been associated with underage drinking initiation, drinking volume, and adverse health consequences. Reducing this exposure is an important priority for the prevention of alcohol-related harms among youth.

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APPENDIX: Detailed Methods

Data Sources

Cable television alcohol advertising and audience data were sourced from Nielsen Ad Intel service (2017 © The Nielsen Company, New York, NY, data from 2013-2016 used under license, all rights reserved). The viewing audience at the time of the advertisement plus an additional three days of digital video recorder playback (“C3” ratings) was acquired for every alcohol advertisement.

Measures

A *non-compliant advertisement* was defined as an advertisement that was seen by a television audience that did not comply with the alcohol industry’s self-regulatory placement guideline (i.e., where greater than 28.4% of all viewers ages 2 years and older were ages 2 to 20 years). Advertising impressions are based on the number of viewers seeing an advertisement. *Underage impressions* are total number of impressions for persons ages 2 to 20. *Underage composition* is the proportion of the viewing audience that is ages 2 to 20 relative to all viewers ages 2 and older. *Non-compliant exposure* was defined as the number of advertising impressions seen by youth ages 2 to 20 as a result of non-compliant advertisements. A *daypart* is a time of day on which a program may be televised.

We have organized time into the following dayparts:

| Daypart | Description |
|---------------|--|
| MF_Day_10_16 | Weekday Daytime - Monday-Friday 10AM to 3:59PM |
| MF_EF_16_18 | Weekday Early Fringe - Monday-Friday 4PM to 5:59PM |
| MF_EN_18_19 | Weekday Early News - Monday-Friday 6PM to 6:59PM |
| MF_LN_23_2330 | Weekday Late News - Monday-Friday 11PM to 11:29PM |
| MF_Morn_05_10 | Weekday Morning - Monday-Friday 5AM to 9:59AM |
| Overnight | Overnight - Monday-Sunday 11:30PM to 4:59AM |
| Prime | Prime - Monday-Sunday 8PM to 10:59PM |
| PrimeAccess | PrimeAccess - Monday-Sunday 7PM to 7:59PM |
| WE_Day_10_16 | Weekend Daytime - Saturday-Sunday 10AM to 3:59PM |
| WE_EF_16_18 | Weekend Early Fringe - Saturday-Sunday 4PM to 5:59PM |
| WE_EN_18_19 | Weekend Early News - Saturday-Sunday 6PM to 6:59PM |
| WE_LN_23_2330 | Weekend Late News - Saturday-Sunday 11PM to 11:29PM |
| WE_Morn_05_10 | Weekend Morning - Saturday-Sunday 5AM to 9:59AM |

Quarters were defined as follows:

| Quarter | Dates |
|---------|-------------------------------|
| Q1 | January 1 through March 31 |
| Q2 | April 1 through June 30 |
| Q3 | July 1 through September 30 |
| Q4 | October 1 through December 31 |

Classification of Non-Compliant Advertisements

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

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

For the remaining non-compliant advertisements that were classified as neither “*serially non-compliant*” nor “*high-risk network-daypart*,” we flagged those advertisements for which the adult (ages 21 and older) audience rating was less 0.50. A rating for a program is the per-capita exposure for the program (that is, advertising impressions divided by the population). A rating of 0.50 translates into approximately 1,000,000 adult viewers. A non-compliant advertisement placed on a program with an adult rating of less than 0.50 that was neither “*serially non-compliant*” nor “*high-risk network-daypart*” was classified as “*low-rated*.” For low-rated programs, we recommend that alcohol companies “guardband” their placement guidelines to a lower youth composition limit, consistent with recommendations of the FTC in their 2014 report (see Executive Summary page iii Recommendation 1a).¹⁹

All remaining non-compliant advertisements were classified as “*other*.”

These criteria were evaluated sequentially to independently assess the no-buy impact on reducing non-compliant exposure. In addition, the ordering of the no-buy criteria aligns with the alcohol industry’s current recommendations for conducting post-audits to assess compliance with the self-regulatory guidelines as a basis for planning corrective measures.¹⁶ Furthermore, companies should already be conducting post-audits to identify sources of non-compliant exposure and correct future placements accordingly. Thus, it is reasonable to assess compliance with no-buy list criteria as presented.

Methods for creating tables

Table 1 - Non-Compliance Trend

Alcohol advertising is highly seasonal, with advertising volume typically increasing in summer months and during the holiday season. Therefore, to compare non-compliant exposure with prior periods, we provided 8 quarters of data. For the 8-quarter period, we reported the amount of total underage exposure to alcohol advertising, the amount of non-compliant exposure, and the percent of underage exposure that was non-compliant. Year-over-year values were calculated for comparison with the prior year.

Table 2 - Non-Compliant Ad Classification

We classified all non-compliant advertisements into one of the following mutually exclusive and sequentially evaluated categories: (a) “*Serially Non-Compliant*,” (b) “*High-Risk Network-Daypart*,” (c) “*Low-Rated*,” (d) “*Other*.” The categories were shown for the previous 8 quarters of data and Year/Year percent changes were calculated. We also assessed the quarter-specific percent change for the most recent quarter compared to the same quarter in the previous year.

Table 3 - Non-Compliant Ad Placements by Brand

Since alcohol advertising is typically purchased for individual brands, we reported the top 25 brands ranked by total non-compliant exposure for the past 12 quarters (Table 3a), as well as the most recent quarter (Table 3b). For each brand, we classified the non-compliant exposure into one of the following mutually exclusive and sequentially evaluated categories: (a) “*Serially Non-Compliant*,” (b) “*High-Risk Network-Daypart*,” (c) “*Low-Rated*,” (d) “*Other*.”

Table 4 - “No-Buy” Programs

To reduce non-compliant exposure, the FTC has recommended that alcohol companies and media networks maintain lists of no-buy programs that have a history of generating high levels of non-compliant exposure,^{17,18,20} and the FTC’s 2014 report indicated that 11 of the 14 alcohol companies queried for that report had such lists in place.²⁰

We reported the top 25 programs on cable networks that generated the most non-compliant exposure during the past 12 quarters (Table 4a) and in the most recent quarter (Table 4b). The 12-quarter list highlights programs with a long history of generating non-compliant exposure, while the list for the most recent quarter may identify more recent programming that should be avoided by alcohol companies.

Table 5 - “No-Buy” Network-Dayparts

For those situations where alcohol companies cannot purchase advertisements on individual programs (and must purchase advertisements on network-dayparts), we reported the top 25 network-dayparts that generated the most non-compliant exposure for the past 12 quarters (Table 5a), as well as the most recent quarter (Table 5b).

List of Network Abbreviations

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