

# Alcohol Advertising Compliance on Cable Television, April-June (Q2) 2017



The Center on Alcohol Marketing and Youth

624 N. Broadway, Room 288  
Baltimore, MD 21205  
(410) 502-6579  
www.camyo.org

Craig S. Ross, PhD, MBA<sup>a</sup> | Elizabeth R. Henehan, MPH<sup>a</sup> | Ansley E. Joannes<sup>a</sup> | Ayelet Hines<sup>b</sup> | David H. Jernigan, PhD<sup>c</sup>

June 15, 2018

## BACKGROUND

Excessive alcohol consumption contributes to an average of 4,350 deaths among people under age 21 each year,<sup>1</sup> and is associated with many other health risk behaviors, including smoking, physical fighting, and high-risk sexual activity.<sup>2-8</sup> At least 25 longitudinal studies have found that youth exposure to alcohol advertising is associated with the initiation of alcohol consumption by youth, the amount of alcohol consumed per drinking occasion, and/or adverse health consequences.<sup>9-11</sup>

To help limit youth exposure to alcohol advertising, the alcohol industry has established voluntary guidelines for the placement of alcohol advertising on television that require ads to be placed only on programs with an underage audience (i.e., under age 21) that is less than 28.4% of the total audience.<sup>12-15</sup> However, an analysis by Ross et al. found that, from 2005 through 2012, underage youth were exposed more than 15 billion times to alcohol advertisements that aired on programs that did not comply with the alcohol industry's placement guidelines, and that almost all of these noncompliant advertising impressions (96%) aired on cable television programs.<sup>16</sup>

Since 1999, the Federal Trade Commission (FTC) has recommended that alcohol advertisers adopt "no-buy" lists to avoid placing alcohol advertising on programs that could violate the industry's voluntary placement guidelines.<sup>17-19</sup> To test the potential impact of this industry practice, Ross et al. developed three criteria, including avoiding advertising on programs that were known to have previously violated the alcohol industry's placement guidelines (i.e., were serially noncompliant); programs that ran during time periods

<sup>a</sup>Epidemiology Department, Boston University School of Public Health, 715 Albany Street, Boston, MA 02118, email: ccross17@bu.edu

<sup>b</sup>Center on Alcohol Marketing and Youth, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD USA

<sup>c</sup>Department of Health Law Policy & Management, Boston University School of Public Health, Boston, MA 02118

**FUNDING SOURCE:** This report was supported by Cooperative Agreement Number 5U48DP005045-04 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.

## Table of Contents

Background.....	1
Methods.....	2
Results.....	4
Table 1a: Number, percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) on cable TV assessed by quarter, United States — 2015 Q3 to 2017 Q2 .....	4
Table 1b: Percent annual change in total and noncompliant alcohol advertising exposures (measured in impressions) on cable TV by quarter, United States — 2015 Q3 to 2017 Q2 .....	4
Table 2: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) for the 25 alcohol brands with the most noncompliant exposure on cable TV — United States 2014 Q2 through 2017 Q1 and 2017 Q2 .....	5
Table 3: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) on the 25 no-buy programs with the most noncompliant exposure on cable TV — United States 2014 Q2 through 2017 Q1 and 2017 Q2 .....	6
Table 4: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions) on the 25 no-buy network dayparts with the most noncompliant exposure on cable TV — United States 2014 Q2 through 2017 Q1 and 2017 Q2 .....	7
Summary and Recommendations .....	8
References .....	9
Appendix .....	10

---

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).<sup>16</sup> The researchers subsequently tested the potential impact of these three criteria on youth exposure to alcohol advertising, and estimated that by consistently using these criteria, advertisers could eliminate most of the noncompliant alcohol advertising exposure on cable television.<sup>16</sup>

The purpose of this report is to assess noncompliant alcohol advertising on cable television and how noncompliance varied by program, network daypart, and alcohol brand. In keeping with FTC recommendations for using no-buy lists, we identified no-buy lists of programs and dayparts that are generating 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 2013-2017 used under license, all rights reserved). The viewing audience at the time of the advertisement plus an additional three days of digital video recorder playback (“C3” ratings) were acquired for every alcohol advertisement.

### *Measures*

A *noncompliant advertisement* was defined as an alcohol advertisement that was seen by a television audience that did not comply with the alcohol industry’s voluntary placement standard (i.e., where greater than 28.4% of all viewers ages 2 years and older were ages 2 to 20 years). Advertising *impressions* were based on the number of viewers seeing an advertisement. *Underage impressions* were the total number of impressions for persons ages 2 to 20, including multiple viewings of an ad by a single individual. *Noncompliant exposure* was defined as the number of advertising impressions seen by youth ages 2 to 20 as a result of noncompliant advertisements. A *daypart* is a time of day on which a program may be televised. See the appendix for a complete list of dayparts.

### *Methods for Creating Tables*

*Table 1 – Noncompliance Exposure Trend and Classification*

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

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

For the remaining noncompliant advertisements that were classified as neither serially noncompliant nor high-risk network daypart, we flagged those advertisements as *low-rated* if the adult (ages 21 and older) audience rating was less than 0.50. A rating is the per-capita exposure for the program (that is, advertising impressions divided by the population). A rating of 0.50 translates into approximately 1,000,000 adult viewers. A noncompliant advertisement placed on a program with an adult rating of less than 0.50 that was neither *serially noncompliant* nor *high-risk network daypart* was classified as *low-rated*.

These criteria were evaluated sequentially to independently assess the impact of various criteria on reducing noncompliant exposure. In addition, the ordering of the criteria aligns with the alcohol industry’s current recommendations for conducting post-audits to assess compliance with the voluntary guidelines as a basis for planning corrective measures.<sup>15,16</sup>

---

Alcohol advertising is highly seasonal, with advertising volume typically increasing in summer months and during the holiday season. Therefore, to compare noncompliant exposure with prior periods, we provided 8 quarters of data (2015 Q3 – 2017 Q2). For the 8-quarter period, we reported the amount of total underage exposure to alcohol advertising, the amount of noncompliant exposure, and the percent of underage exposure that was noncompliant. Year-over-year values were calculated for comparison with the prior year. We classified all noncompliant advertisements into one of the following mutually exclusive and sequentially evaluated categories: (a) serially noncompliant; (b) high-risk network daypart; (c) low-rated. The categories were shown for the previous 8 quarters of data.

*Table 2 – Brands with the Most Noncompliant Exposure*

Since alcohol advertising is typically purchased for individual brands, we reported the 25 brands that generated the most noncompliant exposure over the past 12 quarters (Table 2a), as well as the most recent quarter (Table 2b). We used two different time periods, 12 quarters (2014 Q2 – 2017 Q1) and the most recent single quarter (2017 Q2) for which data were available, to assess both long-term and emerging trends in underage alcohol advertising exposure. The assessment of alcohol advertising exposure over 12 quarters generated more stable lists of brands that were responsible for the largest number of noncompliant impressions, accounting for seasonal fluctuations in alcohol advertising.

However, the 12-quarter list filters out smaller advertisers that may only advertise during certain seasons, and thus, make up a larger proportion of exposure in any given quarter but not enough to make it to the 12-quarter list. Therefore, we separately analyzed noncompliant alcohol advertising for the most recent quarter in addition to the 12-quarter period.

*Table 3 – No-Buy Programs*

To reduce noncompliant exposure, the FTC has recommended that alcohol companies and media networks maintain lists of no-buy programs that have a history of generating high levels of noncompliant exposure,<sup>17,18,20</sup> and the FTC's 2014 report indicated that 11 of the 14 alcohol companies queried for that report had such lists in place.<sup>20</sup>

In order to develop a no-buy program list consistent with FTC recommendations we ranked the cable programs based on total noncompliant impressions and reported the 25 highest-ranked programs during the past 12 quarters (Table 3a) and separately, the 25 highest-ranked programs in the most recent quarter (Table 3b). For each program total underage exposure (including both compliant and noncompliant impressions) was reported, as well as the number of noncompliant impressions and the percent of total exposure that was noncompliant. The 12-quarter list highlighted programs with a long history of generating noncompliant exposure, while the list for the most recent quarter identified programs that are at-risk of generating large amounts of noncompliant exposure in the future. Avoiding the placement of alcohol ads on programs appearing on both of these lists could improve compliance with the voluntary advertising guidelines.

*Table 4 – No-Buy Network Dayparts*

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

## RESULTS

**Table 1a: Number, percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on cable TV assessed by quarter, United States – 2015 Q3 to 2017 Q2**

Time Period	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)	Noncompliant <sup>2</sup> Exposure (000) by Type (% of noncompliant exposure)		
			Serially Noncompliant <sup>3</sup>	High-Risk Network Dayparts <sup>4</sup>	Low-Rated <sup>5</sup>
<b>Year 1</b>					
2015Q3	4,438,349	492,278 (11.1%)	361,155 (73.4%)	91,675 (18.6%)	39,448 (8.0%)
2015Q4	4,546,169	486,033 (10.7%)	286,097 (58.9%)	160,357 (33.0%)	39,579 (8.1%)
2016Q1	2,517,483	102,140 (4.1%)	79,539 (77.9%)	19,282 (18.9%)	3,319 (3.2%)
2016Q2	5,215,297	236,247 (4.5%)	170,376 (72.1%)	54,746 (23.2%)	11,124 (4.7%)
<b>Total Year 1</b>	<b>16,717,298</b>	<b>1,316,697 (7.9%)</b>	<b>897,167 (68.1%)</b>	<b>326,061 (24.8%)</b>	<b>93,470 (7.1%)</b>
<b>Year 2</b>					
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%)
<b>Total Year 2</b>	<b>15,424,788</b>	<b>543,290 (3.5%)</b>	<b>405,018 (74.5%)</b>	<b>97,294 (17.9%)</b>	<b>40,978 (7.5%)</b>
<b>Total Years 1-2</b>	<b>32,142,086</b>	<b>1,859,987 (5.8%)</b>	<b>1,302,185 (70.0%)</b>	<b>423,354 (22.8%)</b>	<b>134,447 (7.2%)</b>

**Table 1b: Percent annual change in total and noncompliant<sup>2</sup> alcohol advertising exposures (measured in impressions<sup>1</sup>) on cable TV by quarter, United States – 2015 Q3 to 2017 Q2**

Year 2 / Year 1	Percent Change in Total Exposure	Percent Change in Noncompliant <sup>2</sup> Exposure
Q3	0.5%	-56.1%
Q4	-7.5%	-66.2%
Q1	-12.6%	-55.4%
Q2	-12.6%	-50.3%
<b>Total</b>	<b>-7.7%</b>	<b>-58.7%</b>

Source: Nielsen 2015-2017

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

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

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

<sup>4</sup>Exposure resulting from placement of advertisements on any 1 of 207 network and time-of-day combinations that accounted for 90% of noncompliant exposure in the prior calendar year.

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

NOTE: Each category of noncompliant exposure (e.g., serially noncompliant) was sequentially evaluated in the order presented (footnotes 3-5), and is mutually exclusive (i.e., exposure that occurred on high-risk network dayparts is exclusive of exposure on serially noncompliant programs).

Numbers may not add to totals due to rounding.

### Key Findings from Tables 1a and 1b:

- Youth were exposed to a total of 32.1 billion alcohol advertising exposures on cable TV during the 2-year period from 2015 Q3 through 2017 Q2. About 1.9 billion (5.8%) 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 11.1% in 2015 Q3 to 2.1% in 2017 Q1.
- During the 2-year period, all of the noncompliant alcohol advertising exposures met one of the three sequentially-evaluated and mutually-exclusive criteria (i.e., serially noncompliant, high-risk network daypart, or low-rated).
- Serially noncompliant programs were responsible for 70.0% of all noncompliant exposure over the 2-year period; high-risk network dayparts were responsible for 22.8%; and low-rated programs were responsible for 7.2%.
- Taken together, advertising on serially noncompliant programs and advertising on high-risk network dayparts accounted for more than 9 out of every 10 noncompliant exposures in both Year 1 and Year 2.
- Total youth advertising exposure *decreased* by 7.7%, from 16.7 billion impressions in Year 1 to 15.4 billion impressions in Year 2, and noncompliant exposure *decreased* by 58.7%, from 1.3 billion impressions in Year 1 to 543 million impressions in Year 2.
- Comparing matching quarters in Year 2 to Year 1, noncompliant alcohol advertising exposure on cable TV *decreased* by 56.1% in Q3 of 2016 relative to Q3 of 2015; *decreased* by 66.2% in Q4 of 2016 relative to Q4 of 2015; *decreased* by 55.4% in Q1 of 2017 relative to Q1 of 2016; and *decreased* by 50.3% in Q2 of 2017 relative to Q2 of 2016.

**Table 2: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) for the 25 alcohol brands with the most noncompliant<sup>2</sup> exposure on cable TV – United States 2014 Q2 through 2017 Q1 and 2017 Q2**

Ranked by Noncompliant <sup>2</sup> Exposure 2014 Q2 through 2017 Q1			Ranked by Noncompliant <sup>2</sup> Exposure 2017 Q2		
Brand	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)	Brand	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)
Redds Brewing Company Beverages	1,997,391	201,471 (10.1%)	Bud Light Lime-a-Rita	187,475	8,945 (4.8%)
Bud Light	2,119,126	200,059 (9.4%)	Corona Extra Beer	302,951	8,549 (2.8%)
Corona Extra Beer	2,341,521	197,262 (8.4%)	Budweiser Beer	172,967	7,744 (4.5%)
Heineken Beer	1,397,438	140,207 (10.0%)	Bud Light	189,368	5,839 (3.1%)
Strongbow Hard Cider	1,443,101	137,238 (9.5%)	Angry Orchard Hard Ciders	134,427	5,469 (4.1%)
Bud Light Lime-a-Rita	1,262,951	134,141 (10.6%)	Miller Lite	168,751	5,464 (3.2%)
Miller Lite	1,976,063	132,854 (6.7%)	Tecate Light Beer	75,162	4,664 (6.2%)
Dos Equis Beer	1,652,574	131,200 (7.9%)	Michelob Ultra Light Beer	194,645	4,452 (2.3%)
Samuel Adams Beers	1,214,639	128,618 (10.6%)	Redds Brewing Company Beverages	121,462	4,197 (3.5%)
Bacardi Rums	1,067,237	125,231 (11.7%)	Modelo Especial Beer	166,612	4,025 (2.4%)
Disaronno Originale Amaretto	552,337	121,290 (22.0%)	Busch	124,263	3,869 (3.1%)
Heineken Premium Lite Lager	1,351,379	120,441 (8.9%)	Captain Morgan Rums	104,489	3,551 (3.4%)
Budweiser Beer	987,632	115,295 (11.7%)	Multiple Brands from Mike's Beverages	96,632	3,442 (3.6%)
Samuel Adams Boston Lager	882,638	103,331 (11.7%)	1800 Silver Tequila	56,580	3,350 (5.9%)
Twisted Tea Malt Beverage	840,626	87,107 (10.4%)	Samuel Adams Summer Ale	98,283	3,300 (3.4%)
Smith and Forge Hard Cider	865,943	86,472 (10.0%)	Goose Island Beers	44,686	2,374 (5.3%)
Bud Light Lime	732,422	83,224 (11.4%)	Truly Spiked & Sparkling	119,991	2,338 (1.9%)
Angry Orchard Hard Ciders	1,023,171	82,851 (8.1%)	Heineken Premium Lite Lager	102,971	2,182 (2.1%)
Michelob Ultra Light Beer	1,045,112	76,719 (7.3%)	Heineken Beer	96,061	2,172 (2.3%)
Coors Light	1,531,659	73,522 (4.8%)	Coors Light	224,299	2,116 (0.9%)
Jose Cuervo Especial Tequila	543,432	64,262 (11.8%)	Stella Artois Cidre	66,597	1,976 (3.0%)
Hennessy Cognacs	511,282	63,778 (12.5%)	Blue Moon Brewing Company Beers	117,242	1,854 (1.6%)
Robert Mondavi Wines	237,687	58,201 (24.5%)	Hennessy Cognacs	54,040	1,825 (3.4%)
Stella Artois Beer	556,289	47,122 (8.5%)	Jack Daniels Tennessee Honey	38,957	1,769 (4.5%)
Samuel Adams Summer Ale	357,509	45,755 (12.8%)	Samuel Adams Beers	45,038	1,436 (3.2%)
<b>Top 25 Brands</b>	<b>28,491,159</b>	<b>2,757,652</b>	<b>Top 25 Brands</b>	<b>3,103,950</b>	<b>96,900</b>
<b>Remaining 170 Brands</b>	<b>19,755,761</b>	<b>1,358,561</b>	<b>Remaining 62 Brands</b>	<b>1,453,725</b>	<b>20,545</b>
<b>All Brands</b>	<b>48,246,920</b>	<b>4,116,213</b>	<b>All Brands</b>	<b>4,557,675</b>	<b>117,444</b>
<b>Top 25 Brands as a Percent of All Brands</b>	<b>59.1%</b>	<b>67.0%</b>	<b>Top 25 Brands as a Percent of All Brands</b>	<b>68.1%</b>	<b>82.5%</b>

Source: Nielsen 2014-2017

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

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

NOTE: Alcohol brands are ranked based on noncompliant alcohol advertising exposure.

Numbers may not add to totals due to rounding.

### Key Findings from Table 2:

- The 25 alcohol brands with the most noncompliant alcohol advertising exposure were responsible for approximately two-thirds (67.0%) of all noncompliant exposure in the 12-quarter period.
- The 25 brands in 2017 Q2 that generated the most noncompliant exposure accounted for about 5 in 6 (82.5%) of all noncompliant exposures during that single quarter.
- Brands varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 4.8% to 24.5% during the 12-quarter period, and 0.9% to 6.2% in 2017 Q2.
- More than 1 out of every 5 underage exposures from Disaronno Originale Amaretto (22.0%) and Robert Mondavi Wines (24.5%) were noncompliant in the 12-quarter time period.



**Table 3: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy programs with the most noncompliant<sup>2</sup> exposure on cable TV – United States 2014 Q2 through 2017 Q1 and 2017 Q2**

Ranked by Noncompliant <sup>2</sup> Exposure 2014 Q2 through 2017 Q1			Ranked by Noncompliant <sup>2</sup> Exposure 2017 Q2		
Cable Network:Program	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)	Cable Network:Program	Total Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)
FX:FX MOVIE PRIME	654,438	172,813 (26.4%)	VH1:R&R PICTURE SHOWS	41,475	7,036 (17.0%)
TRU:TRUTV TOP FUNNIEST	569,176	161,605 (28.4%)	FX:FX MOVIE PRIME	60,980	6,635 (10.9%)
FX:FX MOVIE PRIME	1,445,594	130,872 (9.1%)	BET:MARTIN	21,283	4,015 (18.9%)
BET:BET MOVIE OF THE WEEK	416,138	103,072 (24.8%)	BHER:MOVIE OF THE WEEK 2HR	10,536	2,986 (28.3%)
VH1:R&R PICTURE SHOWS	328,605	101,303 (30.8%)	CMT:CMT MOVIES	49,000	2,533 (5.2%)
ESQ:AMERICAN NINJA WARRIOR	167,042	100,337 (60.1%)	BET:BET MOVIE OF THE WEEK	37,536	2,502 (6.7%)
CMDY:COMEDY CENTRAL MOVIE	651,032	89,129 (13.7%)	FX:SIMPSONS	8,428	2,490 (29.5%)
SPIKE:SPIKE TV MOVIE	1,157,240	60,070 (5.2%)	FX:FX MOVIE PRIME	149,659	2,407 (1.6%)
ENT:KEEPING UP KARDASHIANS	261,799	56,739 (21.7%)	TBSC:AMERICAN DAD	7,401	2,226 (30.1%)
TRU:CARBONARO EFFECT_ THE	174,400	55,933 (32.1%)	MLBN:QUICK PITCH	10,796	2,105 (19.5%)
FX:FX MOVIE WKND AFTERNOON	382,994	54,671 (14.3%)	FUSE:MOESHA	3,066	2,058 (67.1%)
FX:FX MOVIE LATE	395,545	54,060 (13.7%)	NBAT:NBA GAMETIME	6,986	1,943 (27.8%)
ESPN:SPORTSCENTER MORNING	600,841	51,608 (8.6%)	SPIKE:INK MASTER	13,885	1,842 (13.3%)
TRU:ADAM RUINS EVERYTHING	64,250	49,585 (77.2%)	VH1:LOVE & HIP HOP ATLANTA 6	42,884	1,572 (3.7%)
TRU:WORLDS DUMBEST	252,923	47,123 (18.6%)	FX:FX MOVIE LATE	11,477	1,522 (13.3%)
SCI:MYTHBUSTERS	149,078	46,323 (31.1%)	APL:TANKED	28,745	1,466 (5.1%)
FX:SIMPSONS	106,102	44,242 (41.7%)	MTVC:MUSIC VIDEOS	6,231	1,372 (22.0%)
TRU:IMPRACTICAL JOKERS	65,479	40,418 (61.7%)	IFC:AFTERNOON MOVIE 3	7,533	1,355 (18.0%)
NGC:BRAIN GAMES	88,092	40,303 (45.8%)	NBAT:STARTERS P_ THE	1,881	1,183 (62.9%)
TRU:SOUTH BEACH TOW	93,212	35,413 (38.0%)	FUSE:SISTER_ SISTER	2,118	999 (47.2%)
TRU:HACK MY LIFE	45,597	32,386 (71.0%)	NBAT:DUNK KING_ THE	1,555	975 (62.7%)
SYFY:SYFY MOVIE	715,780	28,701 (4.0%)	CMDY:FUTURAMA	5,462	955 (17.5%)
FX:FX MOVIE LATE	103,642	26,705 (25.8%)	TBSC:FAMILY GUY	10,974	950 (8.7%)
CMDY:TOSH.O	228,204	25,563 (11.2%)	TRAV:GHOST ADVENTURES	16,738	948 (5.7%)
VH1:LOVE & HIP HOP ATLANTA 4	110,814	23,790 (21.5%)	FX:FX MOVIE FRINGE	6,861	946 (13.8%)
<b>Top 25 Programs</b>	<b>9,228,017</b>	<b>1,632,766</b>	<b>Top 25 Programs</b>	<b>563,490</b>	<b>55,022</b>
<b>Remaining 12,573 Programs</b>	<b>39,018,903</b>	<b>2,483,447</b>	<b>Remaining 3,367 Programs</b>	<b>3,994,185</b>	<b>62,422</b>
<b>All Programs</b>	<b>48,246,920</b>	<b>4,116,213</b>	<b>All Programs</b>	<b>4,557,675</b>	<b>117,444</b>
<b>Top 25 Programs as a Percent of All Programs</b>	<b>19.1%</b>	<b>39.7%</b>	<b>Top 25 Programs as a Percent of All Programs</b>	<b>12.4%</b>	<b>46.8%</b>

Source: Nielsen 2014-2017

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

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

Numbers may not add to totals due to rounding.

### Key Findings from Table 3:

- The 25 cable programs with the largest number of noncompliant alcohol advertising exposure accounted for nearly 2 in 5 (39.7%) of all noncompliant exposure on cable TV programs during the 12-quarter period, and nearly half (46.8%) in 2017 Q2.
- Nine of the 25 programs with the most noncompliant exposure over the 12-quarter period were programs that broadcast televised movies (*FX Movie Prime*, *CMDY Comedy Central Movie*, *BET Movie of the Week*, *SPIKE TV Movie*, *FX Movie Late*, *FX Movie Wknd Afternoon*, *FXX Movie Late*, *FXX Movie Prime* and *SYFY Movie*). These nine movie programs accounted for 17.5% of all noncompliant exposure that occurred between 2014 Q2 and 2017 Q1.
- Programs varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 4.0% to 77.2% during the 12-quarter period, and 1.6% to 67.1% in 2017 Q2.
- About 3 out of every 4 underage advertising exposures on *TRU:Adam Ruins Everything* (77.2%) and *TRU:Hack My Life* (71.0%) were noncompliant in the 12-quarter time period.
- Seven cable programs were responsible for high levels of noncompliant exposure in the most recent quarter *and* in the preceding 12 quarters: *VH1:R&R Picture Shows*, *FXX:FX Movie Prime*, *BET:BET Movie of the Week*, *VH1:Love & Hip Hop Atlanta*, *FXX:Simpsons*, *FX:FX Movie Prime* and *FXX:FX Movie Late*.
- All 25 programs in the 12-quarter list were serially noncompliant programs, and 24 of the 25 programs on the 2017 Q2 no-buy list were serially noncompliant programs.

**Table 4: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy network dayparts<sup>2</sup> with the most noncompliant<sup>3</sup> exposure on cable TV – United States 2014 Q2 through 2017 Q1 and 2017 Q2**

Ranked by Noncompliant <sup>3</sup> Exposure 2014 Q2 through 2017 Q1			Ranked by Noncompliant <sup>3</sup> Exposure 2017 Q2		
Cable Network:Daypart	Total Exposure (000)	Noncompliant <sup>3</sup> Exposure (000) (% of total exposure)	Cable Network:Daypart	Total Exposure (000)	Noncompliant <sup>3</sup> Exposure (000) (% of total exposure)
TRU:Overnight	579,870	286,640 (49.4%)	FXX:Prime	35,698	4,523 (12.7%)
TRU:Prime	601,041	174,809 (29.1%)	BET:Overnight	26,541	3,807 (14.3%)
VH1:Prime	737,835	109,441 (14.8%)	NBAT:Overnight	18,182	3,561 (19.6%)
FXX:Prime	404,672	101,105 (25.0%)	TBSC:MF_Day_10_16	16,507	3,315 (20.1%)
FXX:Overnight	370,629	87,847 (23.7%)	VH1:Overnight	32,018	3,205 (10.0%)
FX:Overnight	870,248	87,510 (10.1%)	VH1:MF_Day_10_16	6,588	3,003 (45.6%)
ESPN:Overnight	1,764,017	82,324 (4.7%)	BET:Prime	24,797	2,415 (9.7%)
CMDY:Overnight	692,602	75,008 (10.8%)	NBAT:MF_Day_10_16	5,083	2,306 (45.4%)
BET:Prime	277,816	70,744 (25.5%)	CMT:Overnight	16,476	2,096 (12.7%)
VH1:Overnight	238,335	68,149 (28.6%)	FXX:Overnight	26,393	1,839 (7.0%)
FX:Prime	1,194,043	64,139 (5.4%)	VH1:Prime	63,648	1,764 (2.8%)
CMDY:Prime	627,601	58,343 (9.3%)	FXX:MF_EF_16_18	7,703	1,680 (21.8%)
FXX:PrimeAccess	141,429	52,526 (37.1%)	FXX:PrimeAccess	12,839	1,677 (13.1%)
ESPN:MF_Morn_05_10	550,450	49,527 (9.0%)	NBAT:Prime	14,233	1,557 (10.9%)
ESQ:Prime	183,777	49,061 (26.7%)	APL:Overnight	26,284	1,514 (5.8%)
TRU:MF_EF_16_18	138,652	47,009 (33.9%)	FXX:MF_EN_18_19	7,543	1,494 (19.8%)
NBAT:Overnight	165,164	45,154 (27.3%)	CMT:Prime	23,194	1,416 (6.1%)
BET:Overnight	209,231	42,285 (20.2%)	VH1:MF_EF_16_18	5,004	1,323 (26.4%)
FXX:MF_EN_18_19	106,833	41,852 (39.2%)	BHER:Prime	4,443	1,300 (29.2%)
SPIKE:Overnight	797,261	39,128 (4.9%)	SPIKE:Prime	90,228	1,295 (1.4%)
ESQ:Overnight	115,290	38,206 (33.1%)	FS1:Overnight	6,621	1,260 (19.0%)
FX:WE_Day_10_16	325,756	35,700 (11.0%)	MLBN:MF_Morn_05_10	2,873	1,248 (43.4%)
TRU:MF_LN_23_2330	74,645	35,037 (46.9%)	MLBN:MF_EF_16_18	3,903	1,242 (31.8%)
ESQ:WE_Day_10_16	84,750	32,822 (38.7%)	NBAT:MF_EF_16_18	3,342	1,235 (37.0%)
TRU:WE_Day_10_16	196,670	32,534 (16.5%)	FUSE:Overnight	2,134	1,213 (56.9%)
<b>Top 25 Network Dayparts</b>	<b>11,448,619</b>	<b>1,806,901</b>	<b>Top 25 Network Dayparts</b>	<b>482,275</b>	<b>51,287</b>
<b>Remaining 998 Network Dayparts</b>	<b>36,798,301</b>	<b>2,309,312</b>	<b>Remaining 843 Network Dayparts</b>	<b>4,075,399</b>	<b>66,157</b>
<b>All Network Dayparts</b>	<b>48,246,920</b>	<b>4,116,213</b>	<b>All Network Dayparts</b>	<b>4,557,675</b>	<b>117,444</b>
<b>Top 25 Network Dayparts Percent of All Network Dayparts</b>	<b>23.7%</b>	<b>43.9%</b>	<b>Top 25 Network Dayparts Percent of All Network Dayparts</b>	<b>10.6%</b>	<b>43.7%</b>

Source: Nielsen 2014-2017

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

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

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

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

Numbers may not add to totals due to rounding.

#### Key Findings from Table 4:

- The 25 network dayparts on cable television that generated the most noncompliant alcohol advertising exposures accounted for more than 2 in 5 (43.9%) non-compliant exposures on cable network dayparts during the 12-quarter period, and more than 2 in 5 noncompliant exposures during 2017 Q2 (43.7%) as well.
- Network dayparts varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 4.7% to 49.4% during the 12-quarter period, and 1.4% to 56.9% in 2017 Q2.
- Almost 1 out of every 2 underage advertising exposures on *TRU:Overnight* (49.4%) were noncompliant in the 12-quarter period.
- Nine cable network dayparts were responsible for high levels of noncompliant exposure in the most recent quarter *and* in the preceding 12 quarters: *FXX:Prime*, *BET:Overnight*, *NBAT:Overnight*, *VH1:Overnight*, *BET:Prime*, *FXX:Overnight*, *VH1:Prime*, *FXX:PrimeAccess* and *FXX:MF\_EN\_18\_19*.
- Ten networks accounted for all of the highest-ranked network daypart combinations on the 12-quarter no-buy list: BET, CMDY, ESPN, ESQ, FX, FXX, NBAT, SPIKE, TRU and VH1.
- There is overlap between the 12-quarter list of no-buy programs in Table 3 and the 12-quarter list of no-buy network dayparts in Table 4. About 1 billion non-compliant exposures generated during the 25 highest-ranked network dayparts were broadcast on programs listed in Table 3 (data not shown).

---

## SUMMARY AND RECOMMENDATIONS

In the 2-year period ending in 2017 Q2, youth under the legal drinking age saw 1.9 billion noncompliant alcohol advertising exposures, about 1 out of every 17 alcohol advertising exposures seen by youth on cable TV. However, in 2017 Q2, total underage exposure declined by 12.6% and noncompliant exposure declined by 50.3%. In contrast to previous years, total underage exposure over the two-year period also declined.

Similar to findings in the 2017 Q1 report,<sup>21</sup> there were fewer overlapping programs on the 12-quarter and single quarter no-buy lists compared to previous reports. Yet, 77.8% of noncompliant impressions in 2017 Q2 occurred on serially noncompliant programs. Alcohol industry codes require a post-audit of advertising placements to identify programs and dayparts that resulted in noncompliant exposure.<sup>12-15</sup> The findings of this quarterly report indicate that noncompliant alcohol advertising exposure is highly concentrated on a relatively small number of programs and networks. In fact, advertisers could increase the likelihood that future ad placements comply with the current advertising guidelines by not advertising on the programs and the network dayparts on both the 12 quarter *and* the single quarter no-buy lists.

Nonetheless, advertisers could have an even greater impact on reducing the risk of underage drinking by moving their advertising onto cable TV programming where adults constitute a larger proportion of the total viewing audience, as recommended by the Institute of Medicine (now the National Academy of Medicine) and state and territorial attorneys-general.<sup>22,23</sup> This is particularly true for programs with relatively small audiences (e.g., low-rated programs), where the youth audience composition may fluctuate substantially from one quarter to the next, resulting in wide swings in noncompliant alcohol advertising exposure. By using a higher adult audience composition threshold for low-rated programs (i.e., a stricter youth audience composition standard), alcohol companies can increase the likelihood that advertising placements on these programs are compliant with industry standards despite fluctuations in youth audience composition. This approach to improving compliance with voluntary placement standards is consistent with FTC recommendations (see Executive Summary page iii Recommendation 1a).<sup>19</sup>

The no-buy lists described in this report can also be used in combination. For example, ads might be placed on the FXX network during prime time, but not on the *Simpsons* program. In addition, advertisers could request that no alcohol ads be placed on network programs and dayparts that have resulted in high levels of noncompliant exposure (e.g., the TRU network).

Many of the programs that are generating noncompliant exposure are televised movies, such as *FX Movie Prime*, *BET Movie of the Week*, *FX Movie Late*, *FXX Movie Prime*, *SYFY Movie*, *CMDY:Comedy Central Movie*, etc. The audience for a televised movie varies depending on the movie itself, and thus special consideration may need to be taken to avoid noncompliant advertising during televised movies. Future research may examine noncompliant placements on televised movies to determine if movie genre; Motion Picture Association of America (MPAA) rating (e.g., PG, PG-13, or R ratings); or other factors are useful for predicting the probability of a movie generating noncompliant alcohol advertising exposure.

Youth exposure to alcohol advertising has been associated with the initiation of underage drinking, consuming a larger amount of alcohol, and adverse health and social problems. Reducing this exposure is therefore an important priority for reducing and preventing alcohol consumption and alcohol-related harms among youth in the United States.



## REFERENCES

1. Centers for Disease Control and Prevention. Alcohol Related Disease Impact (ARDI) application. 2013; [https://nccd.cdc.gov/DPH\\_ARDI/default/default.aspx](https://nccd.cdc.gov/DPH_ARDI/default/default.aspx). Accessed October 7, 2015.
2. Grant BF, Stinson FS, Harford TC. Age at onset of alcohol use and DSM-IV alcohol abuse and dependence: A 12-year follow-up. *Journal of Substance Abuse*. 2001;13(4):493-504.
3. Miller JW, Naimi TS, Brewer RD, Jones SE. Binge drinking and associated health risk behaviors among high school students. *Pediatrics*. 2007;119(1):76-85.
4. Hingson R, Heeren T, Zakocs R, Winter M, Wechsler H. Age of first intoxication, heavy drinking, driving after drinking and risk of unintentional injury among U.S. college students. *J Stud Alcohol Drugs*. 2003;64(1):23-31.
5. Hingson R, Heeren T, Levenson S, Jamanka A, Voas R. Age of drinking onset, driving after drinking, and involvement in alcohol related motor-vehicle crashes. *Accident Analysis & Prevention*. 2002;34(1):85-92.
6. Stueve A, O'Donnell LN. Early alcohol initiation and subsequent sexual and alcohol risk behaviors among urban youths. *Am J Public Health*. 2005;95(5):887-893.
7. Hingson RW, Zha W. Age of drinking onset, alcohol use disorders, frequent heavy drinking, and unintentionally injuring oneself and others after drinking. *Pediatrics*. 2009;123(6):1477-1484.
8. Hingson R, Heeren T, Winter MR, Wechsler H. Early age of first drunkenness as a factor in college students' unplanned and unprotected sex attributable to drinking. *Pediatrics*. 2003;111(1):34-41.
9. Smith LA, Foxcroft DR. The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies. *BMC Public Health*. 2009;9(51):1-11.
10. Anderson P, de Bruijn A, Angus K, Gordon R, Hastings G. Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and Alcoholism*. 2009;44(3):229-243.
11. Jernigan D, Noel J, Landon J, Thornton N, Lobstein T. Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008. *Addiction (Abingdon, England)*. 2017;112:7-20.
12. The Beer Institute. *Advertising and Marketing Code*. Washington, DC: Beer Institute; 2011.
13. Distilled Spirits Council of the United States. *Code of Responsible Practices for Beverage Alcohol Advertising and Marketing*. Washington, D.C.: Distilled Spirits Council of the United States; 2011.
14. The Wine Institute. Code of Advertising Standards. 2011; <http://www.wineinstitute.org/initiatives/issuesandpolicy/adcode/details>. Accessed February 29, 2012.
15. Distilled Spirits Council of the United States. *2011 Media 'Buying' Guidelines: Demographic Data/Advertisement Placement Guidelines*. Washington, DC: Distilled Spirits Council of the United States; 2011.
16. Ross C, Brewer R, Jernigan D. The potential impact of a "no-buy" list on youth exposure to alcohol advertising on cable television. *J Stud Alcohol Drugs*. 2016;77(1):7-16.
17. Evans J, Kelly R. *Self-Regulation in the Alcohol Industry: A Review of Industry Efforts to Avoid Promoting Alcohol to Underage Consumers*. Washington, D.C.: Federal Trade Commission; 1999.
18. Evans J, Dash J, Blickman N, C.L. P, Engle MK, Mulholland J. *Alcohol Marketing and Advertising: A Report to Congress*. Washington, D.C.: Federal Trade Commission; 2003.
19. Evans JM, Krainsky E, Fentonmiller K, Brady C, Yoeli E, Jaroszewicz A. *Self-Regulation in the Alcohol Industry: Report of the Federal Trade Commission*. Washington, DC: Federal Trade Commission; March 2014.
20. Evans J, Marcus P, Engle MK. *Self-regulation in the Alcohol Industry: Report of the Federal Trade Commission*. Washington, D.C.: Federal Trade Commission; June 2008.
21. Ross C, Henehan E, Jernigan D. *Alcohol advertising compliance on cable television, January-March (Q1), 2017*. Baltimore, MD: Johns Hopkins Bloomberg School of Public Health; April 2 2018.
22. Bonnie RJ, O'Connell ME. *Reducing Underage Drinking: A Collective Responsibility*. Washington, D.C.: National Academies Press; 2004.
23. Shurtleff M, Gansler D, Horne T, et al. RE: Alcohol Reports, Paperwork Comment; Project No. P114503. A Communication from the Chief Legal Officers of the Following States: Arizona, Connecticut, Delaware, Guam, Hawaii, Idaho, Illinois, Iowa, Maryland, Massachusetts, Mississippi, Nevada, New Hampshire, New Mexico, New York, Oklahoma, Oregon, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Washington, Wyoming. 2011.

## 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	IFC	IFC TV
BET	BLACK ENTERTAINMENT TV	MLBN	MLB NETWORK
BHER	BET HER	MTVC	MTV CLASSIC
CMDY	COMEDY CENTRAL	NBAT	NBA-TV
CMT	CMT	NGC	NATIONAL GEOGRAPHIC
ENT	E!	SCI	SCIENCE
ESPN	ESPN	SPIKE	SPIKE TV
ESQ	ESQUIRE NETWORK	SYFY	SYFY
FS1	FOX SPORTS 1	TBSC	TBS NETWORK
FUSE	FUSE	TRAV	TRAVEL CHANNEL
FX	FX	TRU	TRUTV
FXX	FXX	VH1	VH1