

# Alcohol Advertising Compliance on Cable Television, July–December (Q3–Q4), 2018



The Center on Alcohol Marketing and Youth

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## BACKGROUND

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

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

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

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or programs that were known to have a small number of adult viewers (i.e., low-rated).<sup>16</sup> The researchers subsequently tested the potential impact of these three criteria on youth exposure to alcohol advertising, and estimated that by consistently using these criteria, advertisers could eliminate most of the noncompliant alcohol advertising exposure on cable television.<sup>16</sup>

The purpose of this report is to assess noncompliant alcohol advertising on cable television and how noncompliance varied by program, network daypart, and alcohol brand. In keeping with FTC recommendations for using no-buy lists, we identified no-buy lists of programs and dayparts that generated high levels of noncompliant exposure.

## METHODS

### *Data Sources*

Cable TV alcohol advertising and audience data were sourced from Nielsen Ad Intel service (2019 © The Nielsen Company, New York, NY, data from 2014-2018 used under license, all rights reserved). The viewing audience at the time of the advertisement plus an additional three days of digital video recorder playback (“C3” ratings) were acquired for every alcohol advertisement.

### *Measures*

A *noncompliant advertisement* was defined as an alcohol advertisement that was seen by a television audience that did not comply with the alcohol industry’s voluntary placement standard (i.e., where greater than 28.4% of all viewers ages 2 years and older were ages 2 to 20 years). Advertising *impressions* were based on the number of viewers seeing an advertisement. *Underage 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 referenced in this report.

### *Methods for Creating Tables*

#### *Table 1 – Noncompliant Exposure Trends and Classification*

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

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

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

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

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Alcohol advertising is highly seasonal, with advertising volume typically increasing in summer months and during the months of October through December. Therefore, in Table 1, we used 8 quarters of data (2017 Q1 – 2018 Q4) to compare noncompliant exposure with prior quarters. We reported the amount of total underage exposure to alcohol advertising on cable TV, the amount of noncompliant exposure, and the percent of underage exposure that was noncompliant. We calculated year-over-year values to compare current trends with the prior year data. We classified all noncompliant advertisements into one of the following mutually exclusive and sequentially evaluated categories: (a) serially noncompliant; (b) high-risk network daypart; and (c) low-rated.

*Table 2 – Brands with the Most Noncompliant Exposure*

Since alcohol advertising is typically purchased for individual brands, we reported the 25 brands that generated the most noncompliant exposure over the 12-quarter period from 2015 Q3 through 2018 Q2 (Table 2a), as well as the two most recent quarters, 2018 Q3 and 2018 Q4 (Table 2b). We used three different time periods to assess both long-term and emerging trends in underage alcohol advertising exposure. The assessment of alcohol advertising exposure over 12 quarters generated more stable lists of brands that were responsible for the most noncompliant exposure, accounting for seasonal fluctuations in alcohol advertising. However, the 12-quarter list filters out smaller advertisers that may only advertise during certain seasons, and thus, make up a larger proportion of exposure in any given quarter but not enough to make it to the 12-quarter list. Therefore, we analyzed noncompliant alcohol advertising for the two most recent quarters separately.

*Table 3 – No-Buy Programs*

To reduce noncompliant exposure, the FTC has recommended that alcohol companies and media networks maintain lists of no-buy programs that have a history of generating noncompliant exposure.<sup>17-20</sup> The FTC’s 2014 report indicated that 11 of the 14 alcohol companies queried for that report had such lists in place.<sup>19</sup>

In order to develop a no-buy program list consistent with FTC recommendations we ranked the cable programs based on total noncompliant exposure. We reported the 25 programs that generated the most noncompliant exposure during the past 12 quarters (Table 3a), and the 25 programs that generated the most noncompliant exposure in the two most recent quarters (Table 3b). The 12-quarter list highlighted programs with a long history of generating noncompliant exposure, while the lists for the most recent quarters identified programs that are at risk of generating large amounts of noncompliant exposure in the future. For each program, we reported the total underage exposure (including both compliant and noncompliant exposures), as well as the number of noncompliant exposures and the percent of total exposure that was noncompliant.

Avoiding the placement of alcohol ads on programs appearing on all three of these lists could improve compliance with the voluntary advertising guidelines.

*Table 4 – No-Buy Network Dayparts*

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

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

## RESULTS

**Table 1a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on cable TV assessed by quarter, United States – 2017 Q1 to 2018 Q4**

Time Period	Total Youth 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>					
2017Q1	2,200,036	45,565 (2.1%)	37,035 (81.3%)	5,219 (11.5%)	3,312 (7.3%)
2017Q2	4,557,675	117,444 (2.6%)	91,400 (77.8%)	12,101 (10.3%)	13,943 (11.9%)
2017Q3	4,039,666	117,848 (2.9%)	93,975 (79.7%)	13,387 (11.4%)	10,485 (8.9%)
2017Q4	3,876,088	69,936 (1.8%)	48,271 (69.0%)	10,844 (15.5%)	10,822 (15.5%)
<b>Total Year 1</b>	<b>14,673,464</b>	<b>350,793 (2.4%)</b>	<b>270,681 (77.2%)</b>	<b>41,550 (11.8%)</b>	<b>38,562 (11.0%)</b>
<b>Year 2</b>					
2018Q1	1,927,492	38,808 (2.0%)	30,018 (77.3%)	7,144 (18.4%)	1,647 (4.2%)
2018Q2	4,775,315	97,500 (2.0%)	68,935 (70.7%)	22,415 (23.0%)	6,150 (6.3%)
2018Q3	3,733,128	76,517 (2.0%)	50,478 (66.0%)	14,034 (18.3%)	12,005 (15.7%)
2018Q4	3,347,326	87,499 (2.6%)	44,742 (51.1%)	26,725 (30.5%)	16,031 (18.3%)
<b>Total Year 2</b>	<b>13,783,260</b>	<b>300,323 (2.2%)</b>	<b>194,173 (64.7%)</b>	<b>70,317 (23.4%)</b>	<b>35,832 (11.9%)</b>
<b>Total Years 1-2</b>	<b>28,456,724</b>	<b>651,116 (2.3%)</b>	<b>464,854 (71.4%)</b>	<b>111,868 (17.2%)</b>	<b>74,394 (11.4%)</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 – 2017 Q1 to 2018 Q4**

Year 2 / Year 1	Percent Change in Total Youth Exposure	Percent Change in Noncompliant <sup>2</sup> Exposure
Q1	-12.4%	-14.8%
Q2	4.8%	-17.0%
Q3	-7.6%	-35.1%
Q4	-13.6%	25.1%
<b>Total</b>	<b>-6.1%</b>	<b>-14.4%</b>

Source: Nielsen 2017-2018

<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 203 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 28.5 billion alcohol advertising exposures on cable TV during the 2-year period from 2017 Q1 to 2018 Q4. About 651 million (2.3%) 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 2.9% in 2017 Q3 to 1.8% in 2017 Q4.
- During the 2-year period, all of the noncompliant alcohol advertising exposures met one of the three sequentially evaluated and mutually exclusive categories (i.e., serially noncompliant, high-risk network daypart, or low-rated).
- Serially noncompliant programs were responsible for 71.4% of all noncompliant exposure over the 2-year period; high-risk network dayparts were responsible for 17.2%; and low-rated programs were responsible for 11.4%.
- Taken together, advertising on serially noncompliant programs and advertising on high-risk network dayparts accounted for about 9 out of every 10 noncompliant exposures in both Year 1 and Year 2.
- Total youth advertising exposure decreased by 6.1%, from 14.7 billion impressions in Year 1 to 13.8 billion impressions in Year 2; and noncompliant exposure decreased by 14.4%, from 351 million impressions in Year 1 to 300 million impressions in Year 2.
- Comparing matching quarters in Year 2 to Year 1, total youth exposure to alcohol advertising decreased in 2018 Q1, Q3, and Q4, but *increased* by 4.8% in 2018 Q2, relative to matching quarters in 2017.
- Noncompliant alcohol advertising exposure on cable TV increased by 25.1% in 2018 Q4 compared to 2017 Q4. Advertising on a small number of networks such as ESPN, ESPN2, ESPNU, and FUSE accounted for the increase in noncompliant exposure (data not shown).

**Table 2a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) for the 25 alcohol brands with the most noncompliant<sup>2</sup> exposure on cable TV – United States, 2015 Q3 to 2018 Q2**

**Ranked by Noncompliant<sup>2</sup> Exposure  
2015 Q3 to 2018 Q2**

<b>Brand</b>	<b>Total Youth Exposure (000)</b>	<b>Noncompliant<sup>2</sup> Exposure (000) (% of total exposure)</b>
Bud Light	2,021,792	140,989 (7.0%)
Redds Brewing Company Beverages	1,552,783	114,107 (7.3%)
Corona Extra Beer	2,571,250	108,604 (4.2%)
Budweiser Beer	1,163,576	88,716 (7.6%)
Disaronno Originale Amaretto	503,471	88,700 (17.6%)
Miller Lite	1,945,011	85,545 (4.4%)
Bud Light Lime-a-Rita	1,291,259	77,479 (6.0%)
Michelob Ultra Light Beer	1,701,048	74,617 (4.4%)
Bacardi Rums	787,581	70,685 (9.0%)
Samuel Adams Boston Lager	623,537	67,953 (10.9%)
Heineken Premium Lite Lager	961,334	63,265 (6.6%)
Dos Equis Beer	1,413,910	56,723 (4.0%)
Bud Light Lime	682,445	52,434 (7.7%)
Heineken Beer	1,081,534	50,254 (4.6%)
Angry Orchard Hard Ciders	1,090,500	49,600 (4.5%)
Samuel Adams Beers	929,641	47,938 (5.2%)
Strongbow Hard Cider	1,095,076	46,864 (4.3%)
Coors Light	1,807,306	43,946 (2.4%)
Modelo Especial Beer	1,378,207	42,991 (3.1%)
Stella Artois Beer	864,769	40,970 (4.7%)
Jose Cuervo Especial Tequila	471,450	31,788 (6.7%)
Busch	553,585	28,138 (5.1%)
Twisted Tea Malt Beverage	415,020	25,879 (6.2%)
Samuel Adams Summer Ale	409,170	25,852 (6.3%)
Blue Moon Belgian White Ale	501,002	25,367 (5.1%)
<b>Top 25 Brands</b>	<b>27,816,256</b>	<b>1,549,402</b>
<b>Remaining 191 Brands</b>	<b>18,944,390</b>	<b>634,676</b>
<b>All Brands</b>	<b>46,760,647</b>	<b>2,184,078</b>
<b>Top 25 as a Percent of All Brands</b>	<b>59.5%</b>	<b>70.9%</b>

Source: Nielsen 2015-2018

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

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

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

Numbers may not add to totals due to rounding.

**Table 2b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) for the 25 alcohol brands with the most noncompliant<sup>2</sup> exposure on cable TV – United States, 2018 Q3 and 2018 Q4**

Ranked by Noncompliant <sup>2</sup> Exposure 2018 Q3			Ranked by Noncompliant <sup>2</sup> Exposure 2018 Q4		
Brand	Total Youth Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)	Brand	Total Youth Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)
Corona Extra Beer	285,137	7,235 (2.5%)	Miller Lite	120,191	8,028 (6.7%)
Smirnoff Vodkas	106,369	5,951 (5.6%)	Disaronno Originale Amaretto	112,586	7,336 (6.5%)
Heineken Beer	124,859	4,371 (3.5%)	Modelo Especial Beer	296,074	7,306 (2.5%)
Miller Lite	192,421	4,275 (2.2%)	Corona Extra Beer	202,625	6,878 (3.4%)
Modelo Especial Beer	176,337	3,170 (1.8%)	Heineken Beer	147,469	4,655 (3.2%)
Captain Morgan Rums	44,555	3,129 (7.0%)	Bud Light	105,635	4,213 (4.0%)
Michelob Ultra Light Beer	151,022	2,964 (2.0%)	Coors Light	152,267	3,638 (2.4%)
Coors Light	176,530	2,761 (1.6%)	Captain Morgan Rums	81,687	2,756 (3.4%)
Crown Royal Regal Apple	36,443	2,647 (7.3%)	Grey Goose Vodka	106,206	2,604 (2.5%)
Pacifico Clara Beer	47,245	2,257 (4.8%)	Jameson Irish Whiskey	59,384	2,545 (4.3%)
Samuel Adams 76 Beer	69,614	1,971 (2.8%)	Guinness Beers	54,122	2,294 (4.2%)
Bacardi Rums	49,980	1,928 (3.9%)	Hennessy Cognacs	36,813	2,280 (6.2%)
Dos Equis Beer	67,405	1,853 (2.7%)	Svedka Vodka	58,335	2,085 (3.6%)
Bud Light	67,956	1,746 (2.6%)	Smirnoff Vodkas	68,102	2,078 (3.1%)
Bud Light Lime	82,473	1,687 (2.0%)	1800 Silver Tequila	64,260	2,016 (3.1%)
Angry Orchard Hard Ciders	99,836	1,585 (1.6%)	Jack Daniels Tennessee Whiskey	26,049	1,980 (7.6%)
Tecate Light Beer	43,958	1,580 (3.6%)	Samuel Adams Boston Lager	97,827	1,900 (1.9%)
Sol Cerveza	70,291	1,495 (2.1%)	Johnnie Walker Black Label Scotch Whiskey	56,109	1,681 (3.0%)
Crown Royal Whiskey	40,083	1,424 (3.6%)	Dos Equis Beer	100,530	1,584 (1.6%)
White Claw Hard Seltzer	56,661	1,314 (2.3%)	Crown Royal Whiskey	63,283	1,563 (2.5%)
Pacifico Beer	68,685	1,231 (1.8%)	Dewar's White Label Scotch Whiskey	75,129	1,406 (1.9%)
Johnnie Walker Black Label Scotch Whiskey	34,322	1,174 (3.4%)	Jim Beam Bourbon Whiskey	95,884	1,305 (1.4%)
1800 Silver Tequila	55,129	1,140 (2.1%)	Corona Premier Beer	78,381	1,300 (1.7%)
Ciroc Vodka	16,023	1,069 (6.7%)	Michelob Ultra Light Beer	56,542	1,290 (2.3%)
Truly Spiked & Sparkling	109,902	980 (0.9%)	Ciroc VS Brandy	27,728	1,180 (4.3%)
<b>Top 25 Brands</b>	<b>2,273,236</b>	<b>60,936</b>	<b>Top 25 Brands</b>	<b>2,343,221</b>	<b>75,900</b>
<b>Remaining 66 Brands</b>	<b>1,459,892</b>	<b>15,581</b>	<b>Remaining 56 Brands</b>	<b>1,004,105</b>	<b>11,599</b>
<b>All Brands</b>	<b>3,733,128</b>	<b>76,517</b>	<b>All Brands</b>	<b>3,347,326</b>	<b>87,499</b>
<b>Top 25 as a Percent of All Brands</b>	<b>60.9%</b>	<b>79.6%</b>	<b>Top 25 as a Percent of All Brands</b>	<b>70.0%</b>	<b>86.7%</b>

Source: Nielsen 2018

<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 Tables 2a and 2b:

- The 25 alcohol brands with the most noncompliant alcohol advertising exposure were responsible for 70.9% (1.5 billion) of all noncompliant exposure in the 12-quarter period (2.2 billion) (Table 2a).
- Of the two billion noncompliant exposures from the 25 alcohol brands in Table 2a, 70.1% of those exposures were serially noncompliant (data not shown).
- The 25 alcohol brands on each single quarter list accounted for 79.6% of all noncompliant exposure in 2018 Q3, and 86.7% of all noncompliant exposure in 2018 Q4 (Table 2b).
- Brands varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 17.6% to 2.4% during the 12-quarter period, 7.3% to 0.9% in 2018 Q3, and 7.6% to 1.4% in 2018 Q4.
- Eight brands consistently generated high levels of noncompliant exposure across the three time periods examined in this report. These brands included Corona Extra Beer, Heineken Beer, Miller Lite, Modelo Especial Beer, Michelob Ultra Light Beer, Coors Light, Dos Equis Beer, and Bud Light.



**Table 3a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy programs with the most noncompliant<sup>2</sup> exposure on cable TV – United States, 2015 Q3 to 2018 Q2**

**Ranked by Noncompliant<sup>2</sup> Exposure  
2015 Q3 to 2018 Q2**

<b>Cable Network:Program</b>	<b>Total Youth Exposure (000)</b>	<b>Noncompliant<sup>2</sup> Exposure (000) (% of total exposure)</b>
TRU:TRUTV TOP FUNNIEST	409,464	126,227 (30.8%)
VH1:R&R PICTURE SHOWS	501,373	82,843 (16.5%)
FXX:FXX MOVIE PRIME	591,670	80,125 (13.5%)
BET:BET MOVIE OF THE WEEK	493,007	71,040 (14.4%)
TRU:ADAM RUINS EVERYTHING	64,250	49,585 (77.2%)
ENT:KEEPING UP KARDASHIANS	262,788	44,254 (16.8%)
FXX:SIMPSONS	155,531	43,021 (27.7%)
ESQ:AMERICAN NINJA WARRIOR	77,972	41,730 (53.5%)
SCI:MYTHBUSTERS	163,028	38,847 (23.8%)
CMDY:COMEDY CENTRAL MOVIE	681,157	31,688 (4.7%)
BET:MARTIN	158,455	30,341 (19.1%)
TRU:WORLDS DUMBEST	125,511	24,156 (19.2%)
TRU:CARBONARO EFFECT_ THE	82,596	22,552 (27.3%)
BET:HOUSE OF PAYNE	39,958	22,010 (55.1%)
FXX:SIMPSONS MARA 600 12 DAYS	46,846	18,712 (39.9%)
TRU:HACK MY LIFE	25,559	18,684 (73.1%)
CMDY:TOSH.O	258,723	18,566 (7.2%)
TRU:BILLY ON THE STREET	22,850	18,042 (79.0%)
FX:FX MOVIE LATE	387,202	16,806 (4.3%)
ESPN:SPORTSCENTER MORNING	444,882	16,638 (3.7%)
TRU:FAMELESS	27,234	16,419 (60.3%)
NBAT:NBA GAMETIME	52,666	16,172 (30.7%)
FX:FX MOVIE PRIME	1,347,547	16,052 (1.2%)
VH1:LOVE & HIP HOP ATLANTA 5	102,372	15,587 (15.2%)
SYFY:SYFY MOVIE	853,398	15,509 (1.8%)
<b>Top 25 Programs</b>	<b>7,376,042</b>	<b>895,605</b>
<b>Remaining 13,181 Programs</b>	<b>39,384,604</b>	<b>1,288,473</b>
<b>All Programs</b>	<b>46,760,647</b>	<b>2,184,078</b>
<b>Top 25 as a Percent of All Programs</b>	<b>15.8%</b>	<b>41.0%</b>

Source: Nielsen 2015-2018

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

Numbers may not add to totals due to rounding.

**Table 3b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy programs with the most noncompliant<sup>2</sup> exposure on cable TV – United States, 2018 Q3 and 2018 Q4**

Ranked by Noncompliant <sup>2</sup> Exposure 2018 Q3			Ranked by Noncompliant <sup>2</sup> Exposure 2018 Q4		
Cable Network:Program	Total Youth Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)	Cable Network:Program	Total Youth Exposure (000)	Noncompliant <sup>2</sup> Exposure (000) (% of total exposure)
BET:MARTIN	36,769	3,837 (10.4%)	FUSE:MY WIFE AND KIDS	9,080	4,467 (49.2%)
FUSE:PARKERS_ THE	5,268	3,079 (58.4%)	FUSE:PARKERS_ THE	5,083	3,690 (72.6%)
FUSE:MOESHA	4,851	3,022 (62.3%)	FUSE:MALCOLM IN THE MIDDLE	5,677	2,973 (52.4%)
FUSE:MOVIES	11,743	2,855 (24.3%)	FUSE:MOVIES	10,332	2,914 (28.2%)
BET:BET MOVIE OF THE WEEK	58,829	2,471 (4.2%)	BET:MARTIN	40,522	2,890 (7.1%)
ESPN2:GET UP	6,279	2,071 (33.0%)	FXX:SIMPSONS	26,545	2,860 (10.8%)
FUSE:MALCOLM IN THE MIDDLE	5,359	2,039 (38.0%)	ESPN2:NFL LIVE	6,158	2,602 (42.3%)
FXX:SIMPSONS	24,846	1,945 (7.8%)	BET:BET MOVIE OF THE WEEK	66,726	2,535 (3.8%)
TRU:IMPRACTICAL JOKERS	5,384	1,933 (35.9%)	ESPN2:NBA REGULAR SEASON REPEAT	3,798	2,384 (62.8%)
ESPNU:TOP 25 CFB GAMES OF YEAR	4,041	1,754 (43.4%)	CMDY:OFFICE_ THE	51,954	1,870 (3.6%)
ESPN2:MLB INTENTIONAL TALK L	4,106	1,451 (35.3%)	ESPN2:COLLEGE FOOTBALL PRIME L	7,928	1,849 (23.3%)
NFLN:NFL FANTASY LIVE	2,612	1,321 (50.6%)	IFC:PRIME MOVIE 2	10,310	1,714 (16.6%)
VICE:VICELAND MOVIE	7,831	1,218 (15.6%)	ESPN2:COLLEGE BKBL REG SSN L	11,653	1,530 (13.1%)
TLC:MY 600-LB LIFE	9,039	1,204 (13.3%)	ESPN2:FIRST TAKE	4,291	1,255 (29.2%)
NBAT:HARDWOOD CLASSICS	3,105	1,162 (37.4%)	ESPN:SPORTSCENTER EARLY L	11,146	1,252 (11.2%)
VH1:R&R PICTURE SHOWS	19,565	1,091 (5.6%)	IFC:LATE MOVIE 1	4,880	1,216 (24.9%)
SCI:OUTRAGEOUS ACTS OF SCIENCE	2,214	1,085 (49.0%)	ESPN2:HIGHLY QUESTIONABLE	1,884	1,208 (64.1%)
ESPNU:COLLEGE FOOTBALL LIVE	1,894	1,057 (55.8%)	ESPN2:GOLDEN BOY BOXING L	1,221	1,129 (92.5%)
ESPN2:FIRST TAKE	3,837	982 (25.6%)	ESPNU:COLLEGE BKBL REG SSN	3,051	1,127 (36.9%)
ESPN2:SPORTSCENTER AM L	7,780	982 (12.6%)	FXX:BLACK-ISH	8,019	1,102 (13.7%)
FXX:FXX MOVIE PRIME	51,704	953 (1.8%)	FXX:FXX MOVIE LATE	4,792	1,098 (22.9%)
FUSE:SISTER_ SISTER	1,265	934 (73.8%)	ESPN2:SPORTSCENTER AM L	6,573	1,065 (16.2%)
REY:LUCHA UNDERGROUND	1,879	895 (47.6%)	ESPN2:GET UP	6,373	1,035 (16.2%)
FX:FX MOVIE PRIME	108,817	879 (0.8%)	ESPNU:COLLEGE FOOTBALL REPEAT	2,833	981 (34.6%)
ESPNU:COLLEGE FOOTBALL REPEAT	5,456	838 (15.4%)	VH1:R&R PICTURE SHOWS	25,411	975 (3.8%)
<b>Top 25 Programs</b>	<b>394,474</b>	<b>41,059</b>	<b>Top 25 Programs</b>	<b>336,241</b>	<b>47,723</b>
<b>Remaining 3,446 Programs</b>	<b>3,338,654</b>	<b>35,458</b>	<b>Remaining 3,314 Programs</b>	<b>3,011,085</b>	<b>39,776</b>
<b>All Programs</b>	<b>3,733,128</b>	<b>76,517</b>	<b>All Programs</b>	<b>3,347,326</b>	<b>87,499</b>
<b>Top 25 as a Percent of All Programs</b>	<b>10.6%</b>	<b>53.7%</b>	<b>Top 25 as a Percent of All Programs</b>	<b>10.0%</b>	<b>54.5%</b>

Source: Nielsen 2018

<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: Programs are ranked based on noncompliant advertising exposure.

Numbers may not add to totals due to rounding.

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

- The 25 cable programs with the largest number of noncompliant alcohol advertising exposures accounted for 41.0% of all noncompliant exposures on cable TV programs during the 12-quarter period (Table 3a).
- The 25 programs on the single quarter lists for 2018 Q3 and 2018 Q4, respectively, accounted for about half of all noncompliant exposures during each quarter (Table 3b).
- Programs varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 79.0% to 1.2% during the 12-quarter period, 73.8% to 0.8% in 2018 Q3, and 92.5% to 3.6% in 2018 Q4.
- Six of the 25 programs with the most noncompliant exposures over the 12-quarter period were programs that broadcast televised movies (*BET Movie of the Week*, *CMDY Comedy Central Movie*, *FX Movie Late*, *FX Movie Prime*, *FXX Movie Prime*, and *SYFY Movie*). These six movie programs accounted for 10.6% of all noncompliant exposure that occurred between 2015 Q3 and 2018 Q2.
- Twenty-four of the 25 programs in the 12-quarter list were serially noncompliant programs. On the 2018 Q3 no-buy list, 20 of the 25 programs were serially noncompliant programs, and 14 of the 25 programs on the 2018 Q2 no-buy list were serially noncompliant (data not shown).
- Four cable programs were responsible for high levels of noncompliant exposure during all three time periods: *BET: BET Movie of the Week*, *BET: Martin*, *FXX: Simpsons*, and *VH1: R&R Picture Shows*.
- Noncompliant advertising on sports programs in 2018 Q3 and 2018 Q4 combined accounted for 38.5% of noncompliant exposure during these two quarters (data not shown). Noncompliant exposure on sports programming accounted for 8 out of the 25 programs that generated the most noncompliant exposure in 2018 Q3, and 12 out of the 25 in 2018 Q4.
- Four programs on the FUSE network including *My Wife and Kids*, *The Parkers*, *Malcom in the Middle*, and *Fuse Movies* accounted for 16.1% of all noncompliant exposure in 2018 Q4.



**Table 4a: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in impressions<sup>1</sup>) on the 25 no-buy network dayparts<sup>2</sup> with the most noncompliant<sup>3</sup> exposure on cable TV – United States, 2015 Q3 to 2018 Q2**

**Ranked by Noncompliant<sup>3</sup> Exposure  
2015 Q3 to 2018 Q2**

<b>Cable Network:Daypart</b>	<b>Total Youth Exposure (000)</b>	<b>Noncompliant<sup>3</sup> Exposure (000) (% of total exposure)</b>
TRU:Overnight	286,271	156,723 (54.7%)
TRU:Prime	268,356	85,073 (31.7%)
FXX:Prime	397,610	59,852 (15.1%)
VH1:Overnight	300,153	50,067 (16.7%)
BET:Prime	294,921	49,113 (16.7%)
VH1:Prime	727,352	48,276 (6.6%)
BET:Overnight	271,771	40,914 (15.1%)
NBAT:Overnight	162,403	36,798 (22.7%)
FX:Overnight	741,832	34,213 (4.6%)
FXX:Overnight	347,444	34,009 (9.8%)
FXX:PrimeAccess	136,971	32,451 (23.7%)
CMDY:Prime	662,487	28,378 (4.3%)
CMDY:Overnight	507,429	28,079 (5.5%)
TRU:MF_EF_16_18	83,468	27,503 (33.0%)
FXX:MF_EN_18_19	100,554	27,136 (27.0%)
TRU:MF_LN_23_2330	40,421	23,802 (58.9%)
ESPN:Overnight	1,549,223	23,683 (1.5%)
VH1:MF_Day_10_16	57,992	22,686 (39.1%)
TBSC:MF_Day_10_16	172,132	21,368 (12.4%)
VH1:WE_Day_10_16	169,528	20,207 (11.9%)
ESQ:Prime	106,170	19,818 (18.7%)
SCI:Prime	194,133	18,200 (9.4%)
ENT:MF_EF_16_18	68,739	18,089 (26.3%)
ESPNU:Overnight	42,047	16,823 (40.0%)
BET:PrimeAccess	64,579	16,713 (25.9%)
<b>Top 25 Network Dayparts</b>	<b>7,753,984</b>	<b>939,973</b>
<b>Remaining 1,062 Network Dayparts</b>	<b>39,006,663</b>	<b>1,244,106</b>
<b>All Network Dayparts</b>	<b>46,760,647</b>	<b>2,184,078</b>
<b>Top 25 as a Percent of All Network Dayparts</b>	<b>16.6%</b>	<b>43.0%</b>

Source: Nielsen 2015-2018

<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 3a.

Network dayparts are ranked based on noncompliant alcohol advertising exposure.

Numbers may not add to totals due to rounding.

**Table 4b: Number and percentage of age 2 to 20 alcohol advertising exposures (measured in 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, 2018 Q3 and 2018 Q4**

Ranked by Noncompliant <sup>3</sup> Exposure 2018 Q3			Ranked by Noncompliant <sup>3</sup> Exposure 2018 Q4		
Cable Network:Daypart	Total Youth Exposure (000)	Noncompliant <sup>3</sup> Exposure (000) (% of total exposure)	Cable Network:Daypart	Total Youth Exposure (000)	Noncompliant <sup>3</sup> Exposure (000) (% of total exposure)
ESPN2:MF_Day_10_16	21,490	4,771 (22.2%)	ESPN2:Overnight	18,702	6,942 (37.1%)
BET:Overnight	45,431	4,620 (10.2%)	ESPN2:MF_Day_10_16	16,454	4,513 (27.4%)
FUSE:Prime	9,022	3,311 (36.7%)	ESPN2:MF_EF_16_18	6,996	3,300 (47.2%)
MTV:Overnight	8,868	2,405 (27.1%)	FUSE:Prime	9,578	3,256 (34.0%)
FUSE:Overnight	6,503	2,298 (35.3%)	BET:Overnight	43,568	2,975 (6.8%)
FUSE:MF_Day_10_16	2,365	1,673 (70.7%)	FUSE:Overnight	6,141	2,872 (46.8%)
FUSE:MF_EF_16_18	2,232	1,546 (69.3%)	IFC:Overnight	16,667	2,671 (16.0%)
TRU:Prime	3,503	1,508 (43.0%)	ESPN2:Prime	13,934	2,649 (19.0%)
ESPN2:MF_EF_16_18	6,736	1,504 (22.3%)	FXX:Overnight	21,046	2,317 (11.0%)
FUSE:PrimeAccess	2,865	1,472 (51.4%)	FUSE:MF_Day_10_16	2,943	2,252 (76.5%)
NBAT:Overnight	5,456	1,461 (26.8%)	ESPN2:MF_Morn_05_10	10,301	2,208 (21.4%)
ESPNU:Overnight	3,869	1,422 (36.8%)	FUSE:WE_Day_10_16	3,876	2,172 (56.0%)
NFLN:MF_EF_16_18	5,570	1,341 (24.1%)	FUSE:MF_EF_16_18	3,147	2,054 (65.3%)
FUSE:MF_EN_18_19	1,881	1,258 (66.9%)	BET:Prime	34,323	1,999 (5.8%)
TLC:Prime	21,990	1,204 (5.5%)	ESPN:MF_EF_16_18	20,888	1,974 (9.5%)
VICE:Prime	6,866	1,143 (16.6%)	FXX:Prime	28,630	1,930 (6.7%)
ESPNU:MF_Day_10_16	2,833	1,134 (40.0%)	ESPN2:MF_EN_18_19	4,974	1,764 (35.5%)
VICE:Overnight	4,868	1,055 (21.7%)	ESPN:MF_EN_18_19	15,759	1,252 (7.9%)
FUSE:WE_Day_10_16	3,153	1,049 (33.3%)	FUSE:PrimeAccess	2,649	1,158 (43.7%)
REY:Prime	3,203	1,028 (32.1%)	ESPNU:Overnight	2,970	1,122 (37.8%)
SCI:MF_EF_16_18	5,578	980 (17.6%)	FUSE:MF_EN_18_19	1,818	1,041 (57.3%)
FXX:Prime	41,959	853 (2.0%)	ESPN:MF_Day_10_16	46,631	966 (2.1%)
ESPN2:MF_Morn_05_10	8,562	802 (9.4%)	CMDY:MF_EN_18_19	7,606	951 (12.5%)
BET:Prime	39,457	797 (2.0%)	CMDY:MF_EF_16_18	5,482	919 (16.8%)
IFC:Prime	21,991	785 (3.6%)	FXX:MF_EN_18_19	5,664	907 (16.0%)
<b>Top 25 Network Dayparts</b>	<b>286,252</b>	<b>41,419</b>	<b>Top 25 Network Dayparts</b>	<b>350,746</b>	<b>56,166</b>
<b>Remaining 908 Network Dayparts</b>	<b>3,446,875</b>	<b>35,098</b>	<b>Remaining 910 Network Dayparts</b>	<b>2,996,579</b>	<b>31,333</b>
<b>All Network Dayparts</b>	<b>3,733,128</b>	<b>76,517</b>	<b>All Network Dayparts</b>	<b>3,347,326</b>	<b>87,499</b>
<b>Top 25 as a Percent of All Network Dayparts</b>	<b>7.7%</b>	<b>54.1%</b>	<b>Top 25 as a Percent of All Network Dayparts</b>	<b>10.5%</b>	<b>64.2%</b>

Source: Nielsen 2018

<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 3b.

Network dayparts are ranked based on noncompliant alcohol advertising exposure.

Numbers may not add to totals due to rounding.

### Key Findings from Tables 4a and 4b:

- The 25 network dayparts on cable TV that generated the most noncompliant alcohol advertising exposures accounted for more than 2 in 5 (43.0%) of the noncompliant exposures on cable network dayparts during the 12-quarter period (Table 4a).
- The 25 network dayparts in 2018 Q3 accounted for about half (54.1%) of all noncompliant exposure in that single quarter. Noncompliant exposure was more concentrated in 2018 Q4 compared to 2018 Q3, with 25 network dayparts accounting for about 2 in 3 (64.2%) noncompliant exposures (Table 4b).
- In 2018 Q4, noncompliant exposure was concentrated on a smaller number of networks. Twenty-five programs on nine networks accounted for 64.2% of all noncompliant exposure in 2018 Q4 (Table 4b).
- Network dayparts varied considerably in the proportion of their total advertising exposure that was noncompliant, ranging from 58.9% to 1.5% during the 12-quarter period, 70.7% to 2.0% in 2018 Q3, and 76.5% to 2.1% in 2018 Q4.
- About half (54.7%) of the underage advertising exposures on *TRU:Overnight* were noncompliant in the 12-quarter period.
- The 25 no-buy network dayparts occurred on just 13 networks in the 12-quarter period: BET, CMDY, ENT, ESPN, ESPNU, ESQ, FX, FXX, NBAT, SCI, TBSC, TRU, and VH1.
- About two-thirds of the noncompliant exposure from the 25 no-buy network dayparts in the 12-quarter list were broadcast on the no-buy programs listed in Table 3a (data not shown). For example, the program *BET Movie of the Week* (Table 3a) was broadcast during the *BET:Overnight* network daypart (Table 4a).
- Four cable network dayparts appeared on all three no-buy lists: *BET:Overnight*, *BET:Prime*, *FXX:Prime*, and *ESPNU:Overnight*.
- About one-third (30.5%) of all noncompliant exposure in 2018 Q4 occurred on ten dayparts across the following networks: ESPN, ESPN2, and ESPNU (Table 4b).
- Seven dayparts on the FUSE network listed in Table 4b accounted for 16.9% of all noncompliant exposure in 2018 Q4.

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## SUMMARY AND RECOMMENDATIONS

During the 2-year period from 2017 Q1 to 2018 Q4, youth under the legal drinking age were exposed 28.5 billion times to alcohol ads on cable TV. Of these exposures, 651 million (2.3%) were noncompliant (i.e., were placed on programs or during times of day that exceeded the alcohol industry's voluntary placement standard).

During this same two-year time period, the total number of underage exposures to alcohol advertising on cable TV declined by 6.1%, and noncompliant exposures declined by 14.4%. These declines were *less* than the declines in total underage exposures (10.5%) and noncompliant exposures (51.2%) to alcohol advertising that occurred from 2016 to 2017, respectively.<sup>21</sup> There was a substantial increase (25.1%) in noncompliant exposure during 2018 Q4 compared to 2017 Q4. The increase can be attributed to a small number of brands shifting advertising onto networks such as FUSE, ESPN2, ESPN, and ESPNU with overnight programming or during time slots that may be accessible to youth in the morning before school and late afternoon/early-evening hours just after school.

Noncompliant alcohol advertising exposure was highly concentrated on a relatively small number of programs and network dayparts, and generated by a small number of alcohol brands. For instance, the 25 brands with the largest number of noncompliant exposures accounted for more than 3 in 4 of the total noncompliant exposures in 2018 Q3 and 2018 Q4. Therefore, advertisers could improve their compliance with current advertising guidelines by not advertising on the 25 programs and the 25 network dayparts that are included on the no-buy lists in this report (i.e., Tables 3a through 4b).

The no-buy lists described in this report can also be used in combination. For example, ads might be placed on the ESPN2 network during prime time, but not on college sports programming. In addition, advertisers could request that no alcohol ads be placed on networks that have continuously resulted in high levels of noncompliant exposure (e.g., the FUSE network).

Advertising on televised sports programming accounted for about 2 in 5 noncompliant exposures in 2018 Q3 and 2018 Q4. In addition, many of the programs that are generating noncompliant exposure are televised movies, such as *BET Movie of the Week*, *Comedy Central Movie*, *FX Movie Prime*, *FX Movie Wknd Afternoon*, *FXX Movie Prime*, and *Spike TV Movie*. The audience for a televised movie varies depending on the movie itself, and thus alcohol advertisers may consider avoiding advertising on televised movies that appeal to youth audiences.

Advertisers could have an even greater impact on reducing the risk of underage drinking by moving their advertising onto cable TV programming where adults constitute a larger proportion of the total viewing audience, as recommended by the Institute of Medicine (now the National Academy of Medicine) and state and territorial attorneys-general.<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 dealing with low-rated programs to improve compliance with voluntary placement standards is consistent with FTC recommendations (see Executive Summary page iii Recommendation 1a).<sup>19</sup>

Youth exposure to alcohol advertising is associated with the initiation of underage drinking, consuming a larger amount of alcohol, and adverse health and social problems.<sup>9-11</sup> Reducing this exposure may reduce and prevent alcohol consumption and alcohol-related harms among youth in the United States.

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## APPENDIX

A *daypart* is a time of day on which a program may be televised. We have organized time into the following dayparts:

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

Quarters were defined as follows:

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

### List of Network Abbreviations

NETWORK ABBREVIATION	NETWORK TITLE	NETWORK ABBREVIATION	NETWORK TITLE
BET	BLACK ENTERTAINMENT TV	MTVC	MTV CHANNEL
CMDY	COMEDY CENTRAL	NBAT	NBA-TV
ENT	E!	NFLN	NFL NETWORK
ESPN	ESPN	REY	EL REY
ESPN2	ESPN2	SCI	SCIENCE
ESPNU	ESPNU	SYFY	SYFY
ESQ	ESQUIRE NETWORK	TBSC	TBS NETWORK
FUSE	FUSE	TLC	TLC
FX	FX	TRU	TRUTV
FXX	FXX	VH1	VH1
IFC	IFC TV	VICE	VICELAND