

Executive Summary

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Introduction

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Overview of food advertising to children: 2007 to 2016

1. TV advertisements viewed does not include advertising on Spot TV, as Nielsen does not provide all age breaks for Spot TV. However, in total, spot TV contributed only 108 food-related ads viewed by children ages 2-11 in 2016.
2. Nielsen TV viewing time is a calculated average of the time spent watching TV by a nationally representative demographic of Nielsen panelists during a specific time period (e.g. annually). This number includes TV programming originating on broadcast, cable or syndicated networks.
3. American Academy of Pediatrics (AAP) (October 21, 2016). American Academy of Pediatrics Announces New Recommendations for Children's Media Use. www.aap.org/en-us/about-the-aap/aap-press-room/pages/american-academy-of-pediatrics-announces-new-recommendations-for-childrens-media-use.aspx
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5. In 2016, preschoolers spent approximately twice as much time viewing noncommercial programming on Disney Channel and PBS than did children and young teens.
6. Includes the following program types as defined by Nielsen: child day animation, child day-live, child evening, child multi-weekly, and child news.
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18. Statista (2017). Reach of leading social media and networking sites used by teenagers and young adults in the United States as of February 2017. www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/
19. According to comScore's definition of kids' websites as those with 70% or more of content related to kids.
20. As defined by comScore.
21. comScore provides data for websites visited by at least 31 panel members per age group in a given quarter.
22. Syndicated data to measure exposure to digital marketing (such as through comScore) are not available for visits to the internet on mobile devices for youth under age 18, where most youth access their social media accounts.

Advertising by CFBAI companies

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Advertising by non-participating companies

1. Children (ages 6-11) viewed 26% fewer hours-per-day of TV than adults (18-49 years) viewed in 2016, so a targeted ratio of TV ads viewed by children versus adults higher than .74 indicates that the brand is child-targeted.
2. Given ratios of time spent watching TV compared with adults (ages 18-49) of .94 for preschoolers (ages 2-5) and .74 for children (ages 6-11).

Special issues in industry self-regulation

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Conclusions

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