

GLOSSARY OF TERMS

Company and brand types

| Term | Definition |
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| CFBAI companies | Companies that participated in the Children's Food and Beverage Advertising Initiative (CFBAI) as of 2016. |
| CCAI companies | Companies that participated in the Children's Confection Advertising Initiative (CCAI) as of 2016. |
| Non-participating companies | Companies that did not participate in the CFBAI or CCAI as of 2016. |
| Top-50 brands | Brands that ranked among the 50 brands with the highest number of TV advertisements viewed by children ages 2 to 11 in 2016, including both CFBAI and non-participating brands. |
| CFBAI company terms | |
| I. CFBAI companies with child-directed advertising | Companies with CFBAI pledges to advertise only healthier dietary choices to children. |
| A. CFBAI listed brands | Brands from CFBAI companies with products that participants have indicated may be the subject of child-directed advertising as of July 2016. |
| 1. CFBAI listed products | Individual products on the CFBAI list of products that may be the subject of child-directed advertising (a subset of all products offered by CFBAI listed brands). |
| 2. CFBAI non-listed products | Individual products offered by CFBAI listed brands that are not on the CFBAI list of products that may be the subject of child-directed advertising. For example, Cheerios has three listed products (original, Honey Nut, and Banana Nut Cheerios), but the same brand offers 10 non-listed products (e.g., Frosted and Fruity Cheerios) that are not included on lists of products that may be in child-directed advertising. |
| B. CFBAI non-listed brands | Brands from CFBAI companies that do not have any products on the CFBAI list of products that may be the subject of child-directed advertising as of July 2016. |
| II. CFBAI companies that did not engage in child-directed advertising | Companies with CFBAI pledges to not advertise any products in child-directed media. All brands from these companies are non-listed brands. |
| CFBAI top-50 brands | Brands from CFBAI companies that ranked among the 50 brands advertised most to children on TV in 2016, including both listed and non-listed brands. |
| CFBAI less-advertised brands | Brands from CFBAI companies that did not rank in the top-50 brands advertised most to children on TV in 2016, including both listed and non-listed brands. |
| Non-participating company terms | |
| I. Non-participating top-50 companies | Non-participating food, beverage, and restaurant companies with at least one brand that ranked among the 50 brands with the highest number of TV advertisements viewed by children ages 2-11 in 2016. |
| A. Non-participating top-50 companies with child-directed brands | Non-participating top-50 companies that had at least one brand with advertising directed at children, as evidenced by advertising on children's TV and high ratios of ads viewed by children versus adults in 2016. |
| B. Non-participating fast food and other casual restaurants | Non-participating top-50 companies that did not have child-directed brands. These were all fast food or other casual restaurants. |
| II. Non-participating companies with healthy brands | Non-participating companies that advertised brands in the healthier fruit, vegetable, dairy, plain water, and nuts categories to children on TV in 2016. |
| III. All other companies | Non-participating companies that did not fall into any of the above categories. (We do not report data for these companies individually.) |

Advertising spending and TV advertising

| Term | Definition |
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| Advertising spending | Total spending on advertising in 17 different media, including national (network, cable, and syndicated) and local (spot) TV, Spanish-language TV, internet, radio, magazines, newspapers, free standing insert coupons (FSIs), and outdoor advertising. |
| TV advertising spending | Spending on English-language advertising in national (network, cable, and syndicated) and local TV. |
| Spanish-language TV | TV programming presented on Spanish cable and broadcast networks (e.g., Univision, Telemundo). Spending on Spanish-language TV advertising is not included in TV advertising spending numbers. |
| TV viewing time | Average time spent watching TV by individuals in a specific age group, including TV programming on broadcast, cable, syndicated, and spot networks. |
| Average number of TV ads viewed | The number of TV ads viewed by individuals in a specific age group, on average, during the time period reported. This number is calculated using Nielsen gross ratings point (GRP) data. We do not report advertising viewed on local (i.e., spot TV). |

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| Ads viewed per hour of TV viewing | The number of hours spent watching TV by individuals in a specific age group during a specific period of time divided by the number of TV ads viewed by the same individuals during the same time period. |
| Targeted ratios | A measure of relative exposure to TV advertising for youth versus adults, calculated by dividing TV ads viewed by preschoolers, children, or young teens by TV ads viewed by adults (ages 18-49). |
| Children's TV | As defined by Nielsen, includes the following program types: child day animation, child day live, child evening, child multi-weekly, and child news (e.g., programming on Nickelodeon, Cartoon Network, Nicktoons, and Disney XD). |
| Preschool TV | A subset of children's TV programming where preschoolers (ages 2-5) are the primary audience as defined by the networks (e.g., Nickjr and Sprout). |
| All other TV | All TV programming, excluding children's TV. |
| Child-directed advertising: CFBAI definition | Advertising in media where children (ages 2-11) comprise 35% or more of the total audience (as defined by the CFBAI). |
| Child-directed advertising: media industry definition | Advertising in media that market research and/or media companies have identified as targeted to children. Includes children's TV programming and kids' websites. These definitions approximate but may not completely correspond to the CFBAI definition. |

Digital marketing: Banner advertising and company websites

| Term | Definition |
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| Banner ads | Ads that companies place on third-party websites, usually in a sidebar or "banner" at the top of a web page. Text, video, and html-based ads are not included. |
| Banner ad impressions | The total number of times any person viewed the banner ads in 2016. comScore does not report demographic information on who viewed the ads. |
| Third-party websites | Websites from other companies where food brands place their advertising. |
| Kids' websites | Websites identified by comScore as Family and Youth:Kids due to 70% or more website content related to kids. |
| Social media sites | Third-party social media websites where food brands place advertising. Banner ads placed on Facebook and YouTube in 2016 are reported. |
| Food company websites | Websites maintained by food, beverage, and restaurants brands and/or companies, includes websites visited by at least 31 children in any given quarter. |
| Average monthly unique visitors | Average number of different individuals visiting the website each month on the internet, reported for children (2-12 years) and teens (13-17 years). Data on visits to websites accessed through mobile devices are not available for youth under age 18. |
| % of total unique visitors | The number of unique child or teen visitors divided by the total number of unique visitors (including adults) to the website. |

Digital marketing: Social media platforms

| Term | Definition |
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| Social media accounts | Accounts maintained by a company or brand to promote its products on one of the social media platforms examined (i.e., Facebook, Twitter, Instagram, and YouTube). |
| Social media popularity | The number of individuals who follow a brand or company's social media accounts (i.e., fans or followers). |
| Social media activity | The number of times a brand or company posted on its Facebook or Instagram account, tweeted on Twitter, or posted a video on YouTube. |
| Facebook | Online social networking platform on which brands or companies maintain accounts and promote their brand or products in "posts." When a user "likes" the brand or company account the user becomes a "fan." |
| Facebook fans | The total number of people who "liked" the brand or company page on Facebook as of December 31, 2016. Fans may receive copies of posts or notification that new content was added. |
| Facebook posts | The total number of posts that a brand shared on its Facebook page in 2016. Facebook posts include text, photo, and/or video content. Users have the opportunity to click "like" when viewing a post, click "comment" to comment on the post or click "share" to share the post with other users. |
| Twitter | Online social networking platform on which companies or brands maintain accounts (profiles) and promote their brands or products by posting short messages called "tweets." |
| Twitter followers | The number of Twitter users who had chosen to follow the company or brand on Twitter as of December 31, 2016. |
| Tweets | The total number of tweets shared by the company in 2016. We report new posts from the companies, and exclude retweets (reposts of others' tweets) and replies to users. Followers receive company tweets on their own Twitter timelines. |
| Instagram | Companies and brands maintain Instagram accounts where they share photos and videos to promote their products and invite users to post their own content. |
| Instagram followers | The number of individuals who had chosen to follow the company or brand on Instagram as of December 31, 2016. Followers may receive copies of posts or notification that new content was added to the company account. |

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| Instagram posts | The total number of posts shared by the brand in 2016. Instagram posts contain photos or videos and may include hashtags and geotags for searching by other users. |
| YouTube | YouTube is a video network that enables companies and brands to upload and share videos for users to view. Companies maintain their own YouTube channels with videos they have uploaded. |
| Video views | The number of times individuals viewed the company's uploaded videos in 2016. A view is counted after a user has watched a video for approximately 30 seconds. Only videos viewed on the brand's YouTube channel are included. |
| Uploaded videos | The total number of new videos uploaded by the company or brand to its YouTube channel in 2016. |

Nutrition analysis

| Term | Definition |
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| Nutrient content | Serving size (g), calories (kcal), saturated fat (g), total sugar (g), sodium (mg), fiber (g), and protein (g) per serving as provided on the product nutrition facts panel. |
| Ingredient information | When available, whole grain, fruit, vegetable, and nutritive and non-nutritive sweetener content are reported. This information was obtained from the list of ingredients reported under nutrition facts panels and other information provided by manufacturers on labels and/or company websites. |
| Main ingredients | Ingredients listed as one of the first five components of a product, as indicated on the ingredient list of the nutrition facts panel. |
| CFBAI category-specific uniform nutrition criteria | Nutrition criteria established by the CFBAI to identify products that may be the subject of child-directed advertising for all participating companies. These criteria include specific limits on calories, saturated fat, sodium, and total sugars for 13 different categories or subcategories of food and drink products. |
| NPI score | Measure of the overall nutrient composition of the food based on total calories and proportion of nutrients to encourage and limit. A score of 64 or higher identifies a nutritious food and 70 or higher identifies a nutritious beverage, the cut-offs used to identify nutritious products that can be advertised to children on TV in the United Kingdom. |
| Smart Snacks nutrition standards | All foods sold at school during the school day are required to meet Smart Snacks nutrition criteria established by the USDA. These criteria include specific limitations on calories, total fat, saturated fat, sodium and sugar for meals and snacks sold in schools. |
| Added sugars | Any type of sugar listed on the nutrition facts panel, including syrups (agave, corn, cane, brown rice, glucose, and high fructose corn), sugar, dextrose, sucrose, lactose, fructose, and honey. |
| Non-nutritive sweeteners | Any type of sweetener listed on the nutrition facts panel that is not a significant source of calories. |