

Food Advertising to Children on National Pay (Subscription) TV



Ms. Lana Hebden, Research Dietitian, PANORG,
Prevention Research Collaboration, University of Sydney

25th October, 2009

Lana Hebden, PANORG, University of Sydney



Contents

- **Australian Pay TV Study**
 - Methodology
 - Results, including comparisons to free-to-air television (TV) advertising
- **Conclusion**
 - Important findings for policy and implications

25th October, 2009

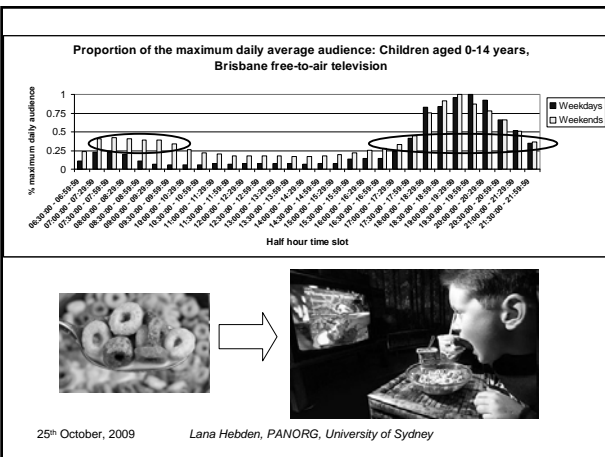
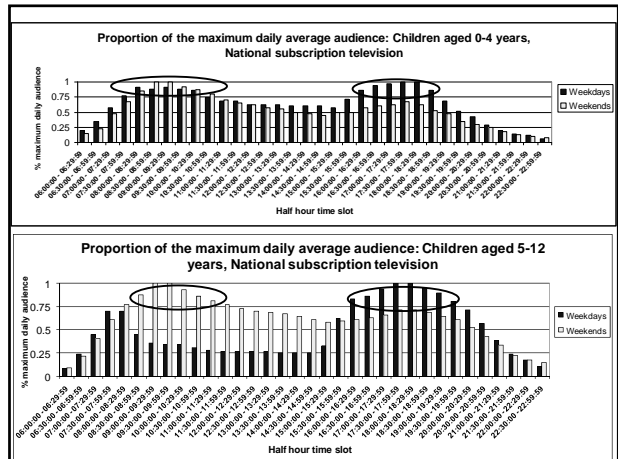
Lana Hebden, PANORG, University of Sydney



Food Advertising to children on Australian Pay TV Methods

▪ Data Sample

- All advertisements from Saturday 21st to Tuesday 24th February, 2009.
- 7:00 to 20:30 daily
- Audience:
 - Children’s popular subscription channels.
 - Peak viewing times for children



25th October, 2009

Lana Hebden, PANORG, University of Sydney

Food Advertising to children on Australian Pay TV Methods

▪ Coding

- Coding methodology based on previous methods used in free-to-air research.

Kelly B, Smith B, King L, Flood V, Bauman A. Television food advertising to children: the extent and nature of exposure. *Public Health Nutr.* 2007;10(11):1234-40.

- Core, Non-core and miscellaneous food categories.

25th October, 2009

Lana Hebden, PANORG, University of Sydney

Prevention Research Collaboration

Methods – Food Classification

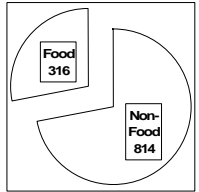
<p>Non-core/Unhealthy foods</p> <ul style="list-style-type: none"> - High sugar/low fibre cereals - Healthy meat & alternatives - Cakes, biscuits, pastries - Snack food - Juice - Fried potatoes - Full cream dairy - Ice cream - Confectionery - Fast food - Fats, spreads, sauces - Sugar sweetened drinks - Alcohol 	<p>Core/Healthy foods</p> <ul style="list-style-type: none"> - Breads, rice, pasta/noodles - Low sugar/high fibre cereals - Fruit - Vegetables - Low fat dairy - Healthy meat & alternatives - Soups, salads, sandwiches - Baby foods - Water
	<p>Miscellaneous</p> <ul style="list-style-type: none"> - Vitamins, minerals - Tea, coffee - Supermarkets - Baby and toddler formula

Lana Hebden, PANORG, University of Sydney

Prevention Research Collaboration

Food Advertising to children on Australian Pay TV Results

- 1,130 advertisements
 - 814 (72%) Non-food
 - 316 (28%) Food



Children's popular subscription channels

- 3.0 non-food ads/hr, 1.5 food ads/hr.
- Higher rate of food advertising on weekends vs. weekdays (1.6 vs. 1.3).


Free-to-air comparison

- 22.7 non-food ads/hr, 6.0 food ads/hr.
- Higher rate of food advertising on weekdays vs. weekends (6.9 vs. 5.1)

25th October, 2009 Lana Hebden, PANORG, University of Sydney

Prevention Research Collaboration

Food Advertising to children on Australian Pay TV Results: Types of foods advertised



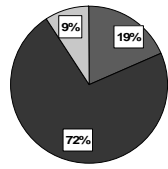
- Of the 316 food advertisements...
 - 228 (72%) Non-core foods
 - 59 (19%) Core foods
 - 29 (9%) Miscellaneous

25th October, 2009 Lana Hebden, PANORG, University of Sydney

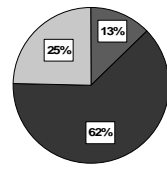
Prevention Research Collaboration

Food Advertising to children on Australian Pay TV Results: Types of foods advertised

Subscription Television



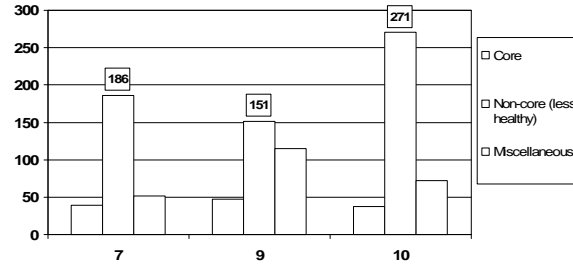
Free-to-air Television



25th October, 2009 Lana Hebden, PANORG, University of Sydney

Prevention Research Collaboration

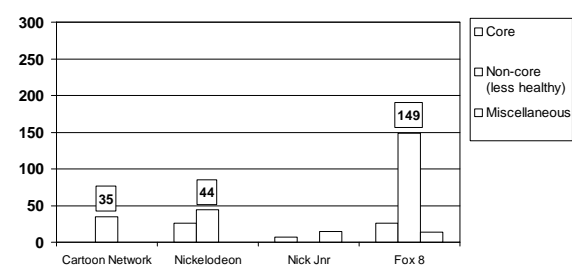
Food Advertising to children on Australian Pay TV Results: Types of foods advertised by free-to-air channel



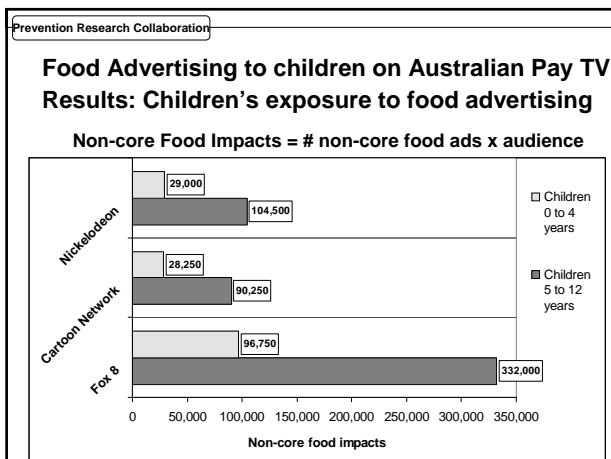
25th October, 2009 Lana Hebden, PANORG, University of Sydney

Prevention Research Collaboration

Food Advertising to children on Australian Pay TV Results: Types of foods advertised by Pay TV channel



25th October, 2009 Lana Hebden, PANORG, University of Sydney



Prevention Research Collaboration

Food Advertising to children on Australian Pay TV Results: Children's exposure to food advertising

- Food products advertised at a higher rate during **children's peak viewing times** on pay TV (**1.5 vs. 1.4**).
- Due to a higher rate of **non-core food advertising** during peak viewing times on pay TV:
 - 0 to 4 years (**1.0 vs. 1.1**);
 - 5 to 12 years (**1.0 vs. 1.2**).

Free-to-air **5.8 vs. 3.1 non-core food advertisements per hour** during peak viewing times.

Prevention Research Collaboration

Food Advertising to children on Australian Pay TV Results: Children's exposure to food advertising

Non-core Food Impacts = # non-core food ads x audience

	Children 0-4 years	Children 5-12 years
	Daily non-core Impacts per hour	Daily non-core Impacts per hour
Weekdays		
<i>Peak viewing</i>	3,861	20,042
<i>Non-peak viewing</i>	1,933	4,847
Weekends		
<i>Peak viewing</i>	6,167	22,042
<i>Non-peak viewing</i>	3,205	10,389

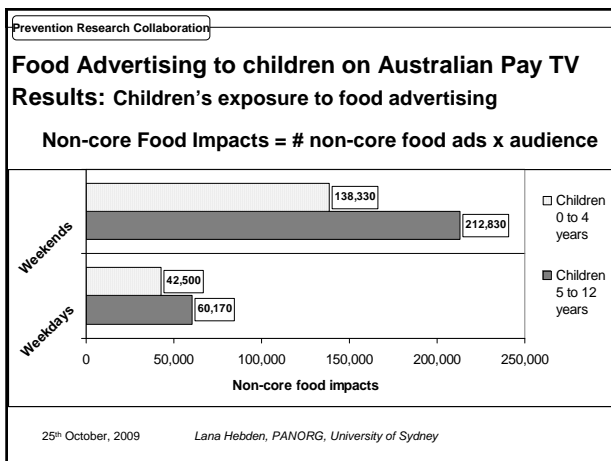
25th October, 2009 Lana Hebdon, PANORG, University of Sydney

Prevention Research Collaboration

Food Advertising to children on Australian Pay TV Results: Non-core Food Impacts: FTA TV Children 0-14yrs

	Daily non-core Impacts/hr
Weekdays	
<i>Peak viewing</i>	179,852
<i>Non-peak viewing</i>	9,507
Weekends	
<i>Peak viewing</i>	54,536
<i>Non-peak viewing</i>	16,815

25th October, 2009 Lana Hebdon, PANORG, University of Sydney



Prevention Research Collaboration

Food Advertising to children on Australian Pay TV Important Points for Policy

Non-core foods comprise the majority of foods advertised (72%) on subscription television.

Restrictions should apply to popular children's channels.

Apply restrictions in concert with FTA time-based restrictions.

Particular attention to weekend mornings.

25th October, 2009 Lana Hebdon, PANORG, University of Sydney

Food Advertising to children on Australian Pay TV Implications

- **Informs** the evidence base on the nature and extent of food marketing in a range of media accessed by children.
- Other media: free-to-air television, internet, magazines, outdoor advertising and recently sporting venues.
- Subscription channels more likely to benefit from bans to unhealthy food advertising than on free-to-air.
- Could be marketed to **parents** as '**junk free**' **programming**.

