

Children's exposure to age-restricted TV ads: 2023 update





Contents

- Introduction
- Key findings
- Annual exposure to all TV ads
- Exposure to TV ads: comparison with TV ads for toys
- Exposure to TV ads for alcohol products
- Exposure to TV ads for gambling products
- Exposure to TV ads for food and soft drinks high in fat, salt or sugar (HFSS products)
- Annex A: How BARB data is presented and analysed in this report
- Annex B: Process and methodology to generate data on TV ads for HFSS products
- Annex C: Further information





Introduction

The Advertising Standards Authority (ASA) is the UK's independent advertising regulator. We have been administering the **UK Code of Non-broadcast Advertising and Direct & Promotional Marketing** (written and maintained by the **Committee of Advertising Practice**) for over 60 years and the **UK Code of Broadcast Advertising** (written and maintained by the **Broadcast Committee of Advertising Practice**) for over 18 years. We are responsible for ensuring that advertising is legal, decent, honest and truthful.

The Advertising Codes include rules to protect people who are vulnerable, including children (which the Codes define as those aged 15 and under) and young people (those aged 16 and 17). They include rules on the scheduling and placement of ads to ensure that under-18's exposure to advertisements for certain product categories, such as alcohol and gambling, is appropriately limited. The rules prohibit these ads from appearing in children's and young people's media and, where they appear in media targeting a predominantly adult audience, the content is restricted to ensure that they cannot appeal particularly to those under the age of 18.





Introduction

Since 2019, we have reported annually on children's exposure to age-restricted TV ads, such as ads for alcohol and gambling products, at the UK level. The objective of the ASA's reporting in this area is to provide longitudinal analysis of children's exposure to those TV ads, over a number of years, for products which attract public policy considerations.

This report provides an analysis of children's exposure to alcohol and gambling ads on TV since 2010, with an update of exposure data from 2022 and 2023. HFSS exposure data has also been included from 2016 to 2018 with an update from 2023. We also present data on children's exposure to alcohol, gambling, and HFSS ads on a national basis, covering England, Scotland, Wales, and Northern Ireland.

The ad exposure and viewing analysis presented is based on data reported by BARB Audiences Ltd, the industry standard measurement system.

From the last report, we started reporting on data from 2010; this report extends that data period to 2023 and reports on changes over that analysis period.





Key findings



Key findings

Alcohol ads:

- Between 2010 and 2023, children's exposure to alcohol advertising on TV decreased by four fifths, from an average of 3.2 ads per week in 2010 to 0.7 ads per week in 2023.
- The average number of alcohol ads children saw in 2022 (0.7 per week) reached the lowest level in the 14-year period covered. Exposure to alcohol ads has remained at similar levels for the past five years.

Gambling ads:

- Between 2010 and 2023, children's exposure to TV gambling ads decreased by two fifths from an average of 3.0 ads per week in 2010 to 1.8 ads per week in 2023.
- Children's exposure to gambling TV ads has varied over the 14-year period, but has remained fairly stable at lower levels for the past five years.

HFSS ads:

- Children's exposure to both food and soft drink ads and HFSS product ads reduced by two thirds between 2016 and 2023, from an average of 12.4 HFSS product ads per week in 2016 to an average of 4.4 HFSS product ads per week in 2023.
- In 2023 children saw on average around one HFSS ad on TV for every five seen by adults.



Key findings

All TV ads

- Between 2010 and 2023, children's exposure to all TV ads fell by three quarters (74.3%) from 226.7 ads per week in 2010 to 58.2 ads per week in 2023, the lowest in the 14-year analysis period.
- The number of TV ads seen by children has continued to decline at a steady rate, falling by three quarters from the peak in 2013 – an average of 229.3 ads per week – to 58.2 ads per week in 2023. Over the same period (from 2013 to 2023), children's exposure to:
 - TV alcohol ads decreased by three quarters;
 - TV gambling ads decreased by three fifths.
- This suggests that children's exposure to TV ads for alcohol is falling at a similar rate to their exposure to all TV ads, while the rate of decline in children's exposure to gambling ads on TV is marginally lower than the rate of decline in exposure to all TV ads.
- Children's exposure to all TV ads fell by 69.5% from 190.9 ads per week in 2016 to a low of 58.2 in 2023. Over the same period, children's exposure to HFSS product ads decreased by two thirds. This suggests children's exposure to HFSS product ads has declined at a similar rate as the decline in exposure to all TV ads.





Annual exposure to all TV ads

This section contains data which provides important contextual information to the product category specific exposure data presented in the following sections of the report.



Key findings

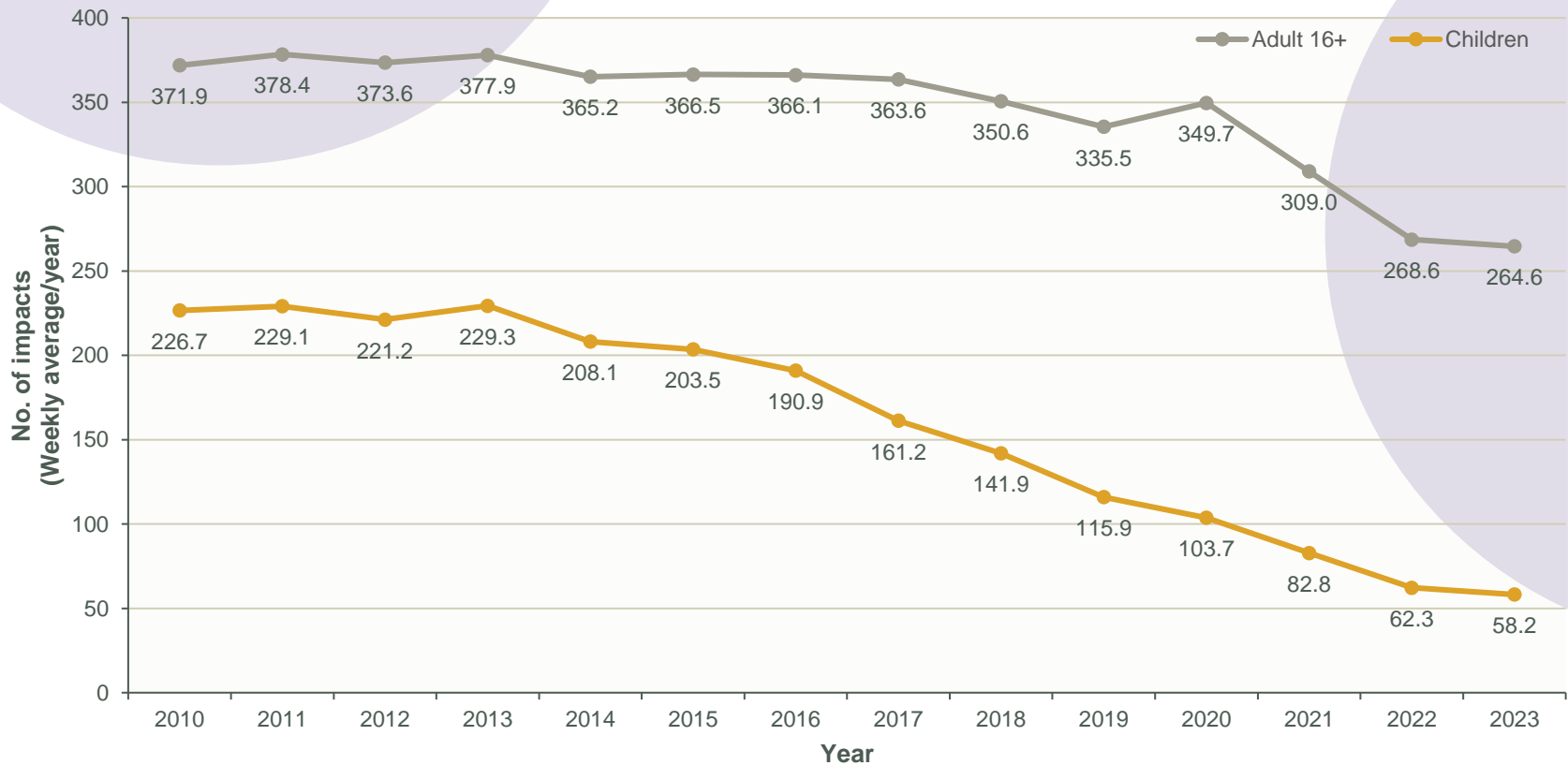
- Between 2010 and 2023, children's exposure to all TV ads decreased by 74.3% from, on average, 226.7 ads per week in 2010 to 58.2 ads per week in 2023, the lowest in the 14-year period. Children's exposure levels have continued to decline at a steady rate since the peak of 229.3 ads per week in 2013.
- Between 2010 and 2023, adults' exposure to all TV ads fell by 28.9% from 371.9 ads per week in 2010 to 264.6 ads per week in 2023. In 2023 adults' exposure to all TV ads was also the lowest in the 14-year reporting period.
- Children's ad exposure, relative to adults, has fallen from a peak of 60.9% in 2010 to 22.0% in 2023. That means children saw, on average around two TV ads for every nine seen by adults in 2023.
- Children's exposure to television advertising has fallen significantly in every UK nation from a peak in 2013. England had the lowest exposure levels across the four nations in 2023 at 56.6 ads per week.



Children's exposure to all TV ads fell to its lowest level in 2023

- Between 2010 and 2023, children's exposure to all TV ads decreased by 74.3%, to the lowest level in the 14-year period.
- Between 2010 and 2023, adults' exposure to all TV ads fell by 28.9%, to the lowest level in the 14-year period.
- Adult's exposure to TV ads increased slightly in 2020, likely as a result of increased broadcast television viewing during Covid-19 lockdowns.

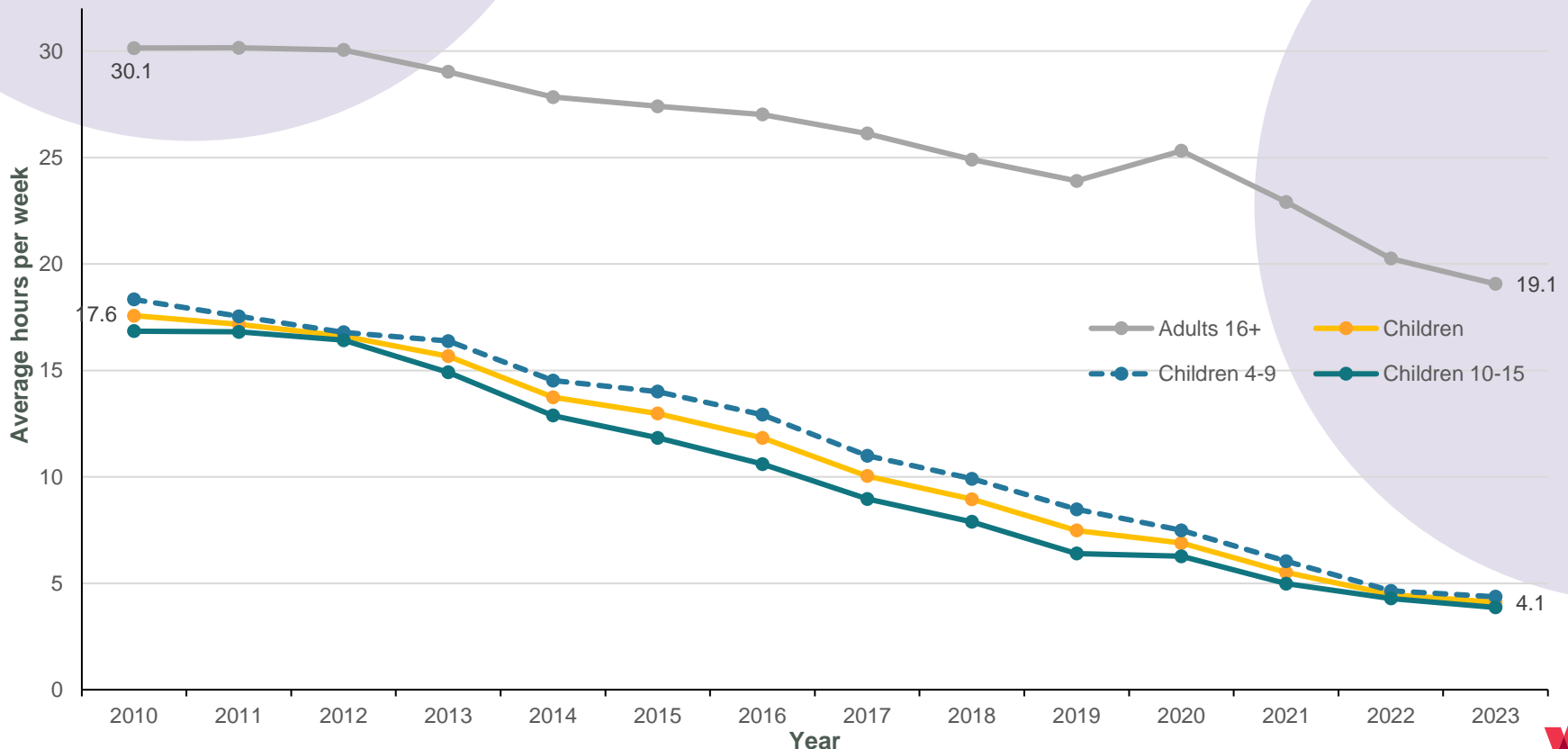
Average weekly exposure per year – age group



Time spent by children watching TV continued to decline in 2023

- Continuation of the downward trend in children's exposure to TV ads is likely to be driven by decreased TV viewing and increasing consumption of online media, such as on-demand, online video, and social media.
- BARB viewing data analysis indicates the amount of time children spent watching broadcast television continues to decrease. In 2023, children aged 4-15 watched, on average, 4.1 hours of television per week and down by three quarters of the peak viewing levels in 2010 (17.6 hours per week).

Average hours of television viewing – by age group



Viewing data shown here is based on the BARB Total TV C7 definition which measures linear broadcast viewing, including 7-day timeshift. This definition corresponds to the basis on which BARB reports ad exposure data (linear broadcast and 7-day timeshift viewing).



Children are spending over 12 hours/week watching broadcaster services, SVOD/AVOD and video-sharing services via the TV set

- When considering the broader definition of 'total identified' viewing reported by BARB, we see children spent 12.4 hours per week in 2023, watching content via their TV sets. This included broadcaster content (including non-linear viewing and viewing up to 28 days after first broadcast), SVOD/AVOD services and video-sharing services.
- This rose to 14.5 hours/week for younger children (aged 4-9), while children aged 10-15 watched 10.3 hours/week.

Total identified viewing, 2023 – by age group



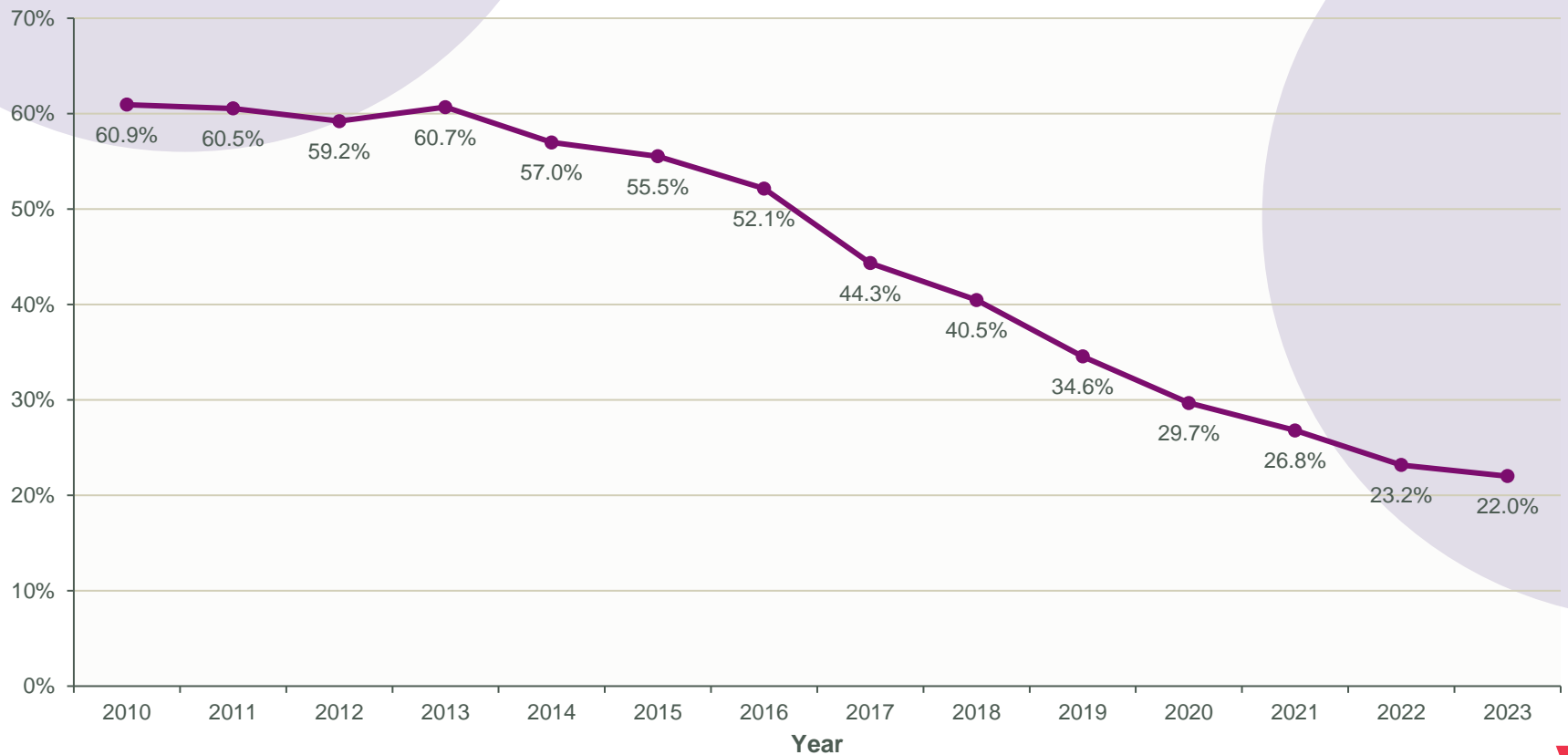
Total identified viewing includes total broadcaster viewing (including 28-day timeshift and non-linear viewing), SVOD/AVOD viewing and viewing to video-sharing services. Data is based on TV set viewing only.



In 2023 children saw on average around two TV ads for every nine seen by adults

- Children's exposure to all TV ads, relative to adults, has fallen from a peak of 60.9% in 2010 to 22.0% in 2023.

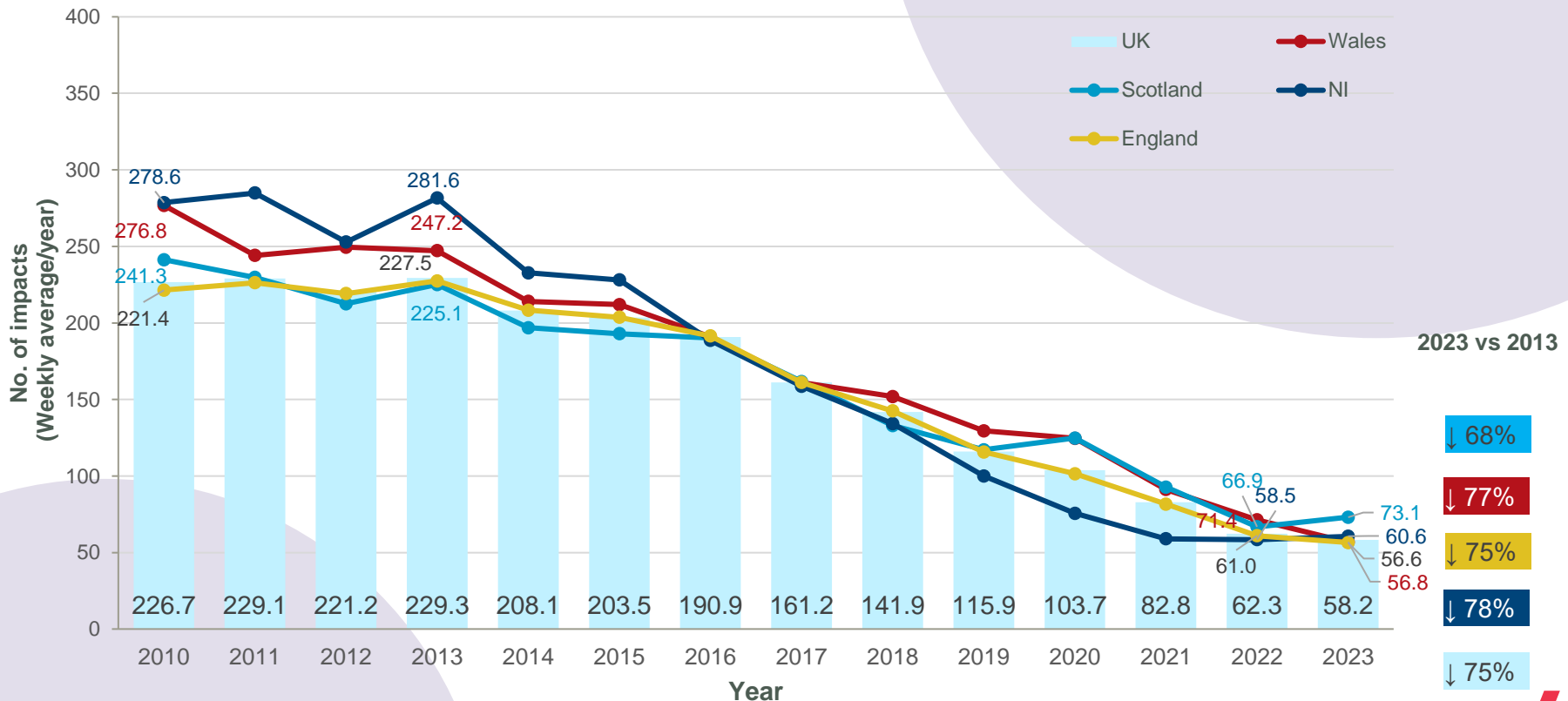
Children's exposure to all TV ads as a percentage of adults' exposure



Children's exposure to TV ads has fallen significantly across each of the nations from the network peak in 2013

- Exposure levels in NI fell the most, down by 78% from 2013*
- England had the lowest exposure levels across the four nations in 2023 at 56.6 ads per week.
- Relative to the other nations, Scotland saw the lowest decline in ad exposure – but it remains a significant decline of 68%.

Average weekly exposure to TV ads: Children 4-15 by nation



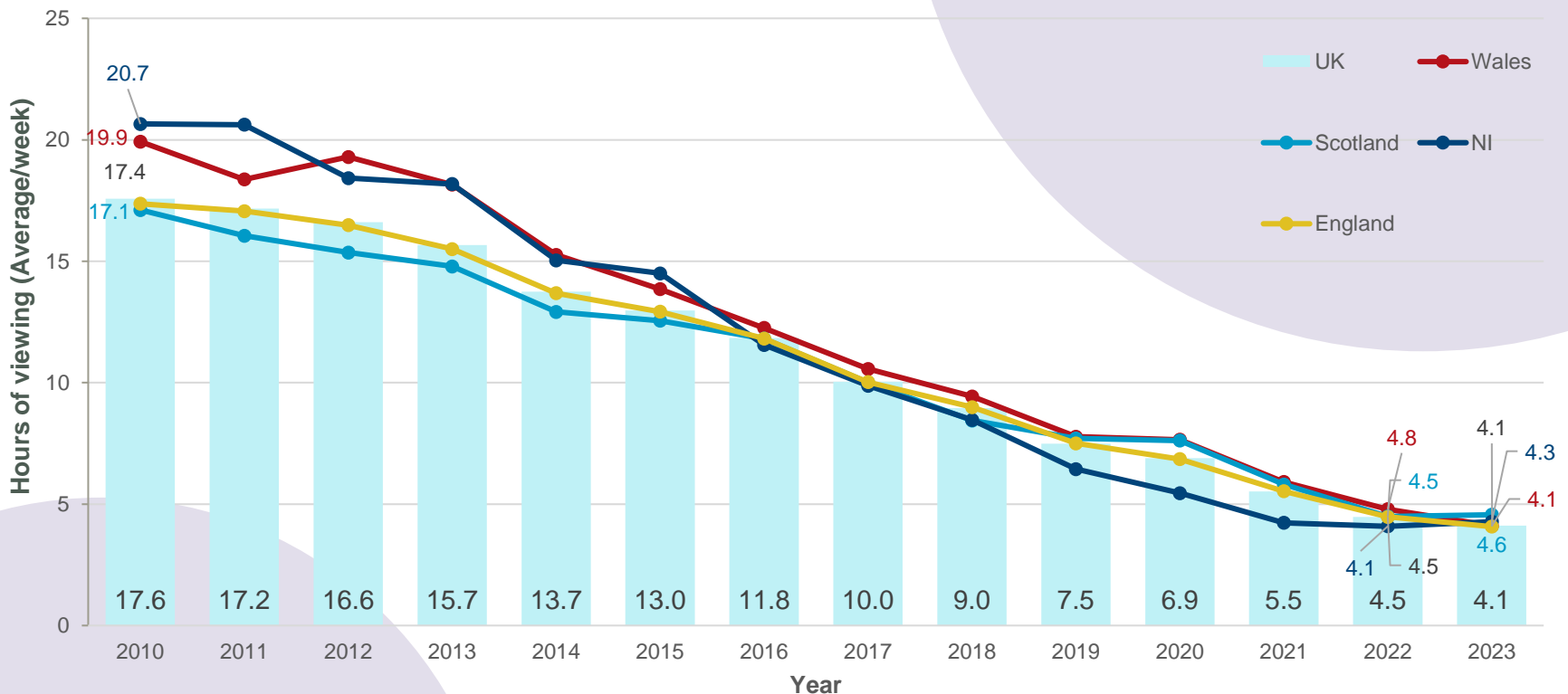
Data for individual nations in 2020 and 2021 should be considered with caution in the context of varying sample sizes in this period.
 *2013 taken as base year for comparison as exposure to all TV ads across the UK peaked in this year



Children's television viewing has fallen by around three quarters across each of the nations since 2010

- The amount of time children spend watching TV across the nations has converged in recent years to just over 4 hours/day in each of the nations.

Hours of television viewing: Children 4-15 by nation



Data for individual nations in 2020 and 2021 should be considered with caution in the context of varying sample sizes in this period. Viewing data shown here is based on the BARB Total TV C7 definition which measures linear broadcast viewing, including 7-day timeshift. This definition corresponds to the basis on which BARB reports ad exposure data (linear broadcast and 7-day timeshift viewing)





Exposure to TV ads: comparison with TV ads for Toys



Children's exposure to TV ads: comparison with TV ads for toys

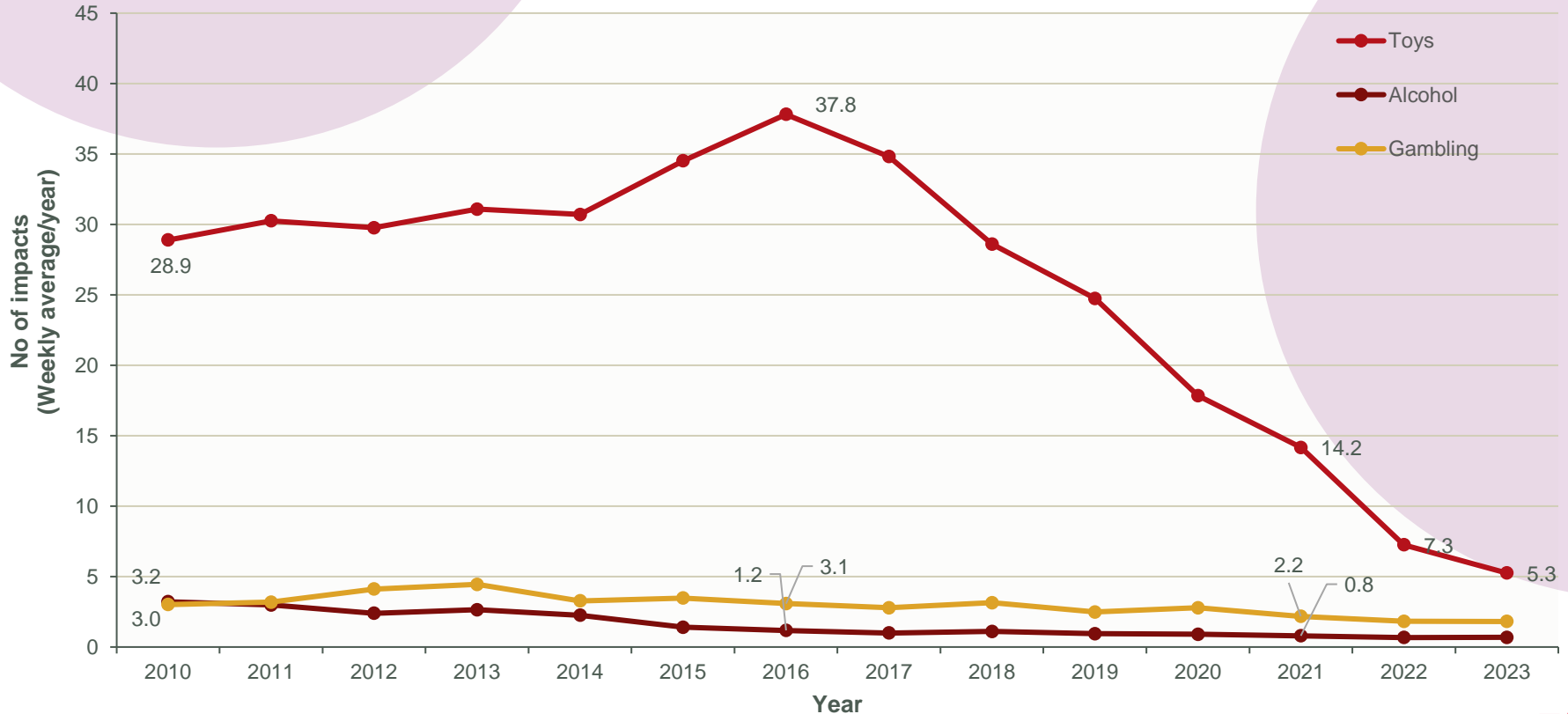
- The following charts contrast children's exposure to TV ads for toys with their exposure to TV ads for alcohol and gambling (the primary subjects of this report) and are provided for context.
- While children's exposure to toy ads on TV has declined in recent years, likely as a result of the fall in children's viewing, it is clear, particularly earlier in the analysis period, that higher exposure levels are possible when advertisers can target their product advertising to child audiences.
- The BCAP Code places restrictions on TV ads for alcohol and gambling products from being scheduled during or adjacent to children's programmes, as well as programmes of particular appeal to children. TV ads for toys are not subject to scheduling restrictions, however, the BCAP Code does restrict certain ad content, for example, prohibiting brands from making direct exhortations to children to buy a product, or encouraging them to persuade a parent or guardian to buy it for them.



Children's exposure to TV ads: comparison with TV ads for toys

- Children's exposure to toy ads peaked in 2016 at 37.8 ads per week, more than 12 times the average number of ads seen by children for gambling (3.1) and more than thirty times the number of ads for alcohol (1.2) in that year.

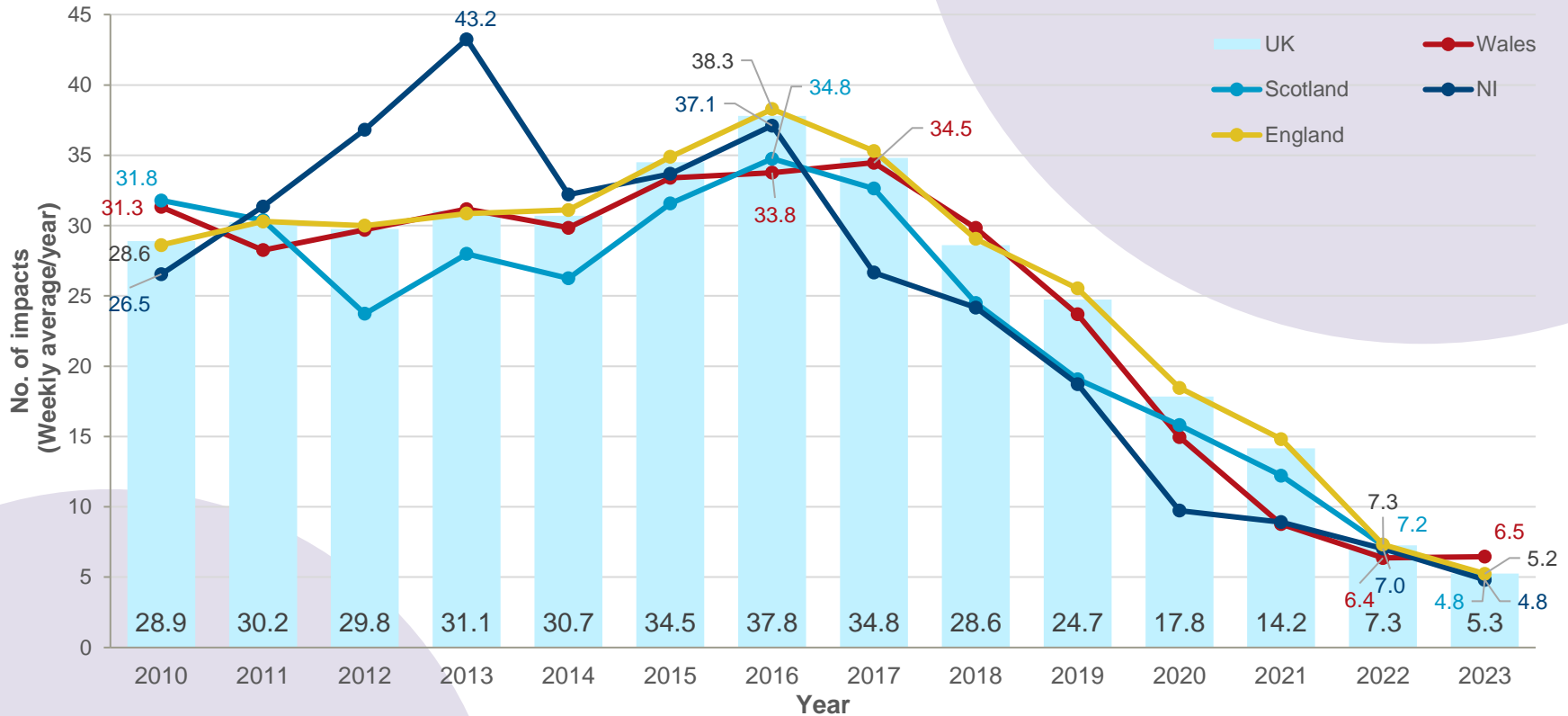
Average weekly exposure to TV ads – by category



Children's exposure to toy ads has fallen by four fifths since 2010

- Children's exposure to toy ads peaked at different periods for the nations and has fallen by 81-87% in each nation since the 2016 UK-wide peak for toy ad exposure.

Average weekly exposure to toy ads: Children 4-15 by nation



Data for individual nations in 2020 and 2021 should be considered with caution in the context of varying sample sizes in this period.





Exposure to TV ads for alcohol products



Exposure to TV ads for alcohol products

The BCAP Code states:

32.2 [The following products] may not be advertised in or adjacent to programmes commissioned for, principally directed at or likely to appeal particularly to audiences below the age of 18:

32.2.1 Alcoholic drinks containing 0.5% or more by volume or alcohol alternatives at or below 0.5% ABV.

32.4 [The following products] may not be advertised in or adjacent to programmes commissioned for, principally directed at or likely to appeal particularly to persons below the age of 16:

32.4.7 drinks containing less than 1.2% alcohol by volume when presented as low alcohol or no-alcohol versions of an alcoholic drink



Key findings

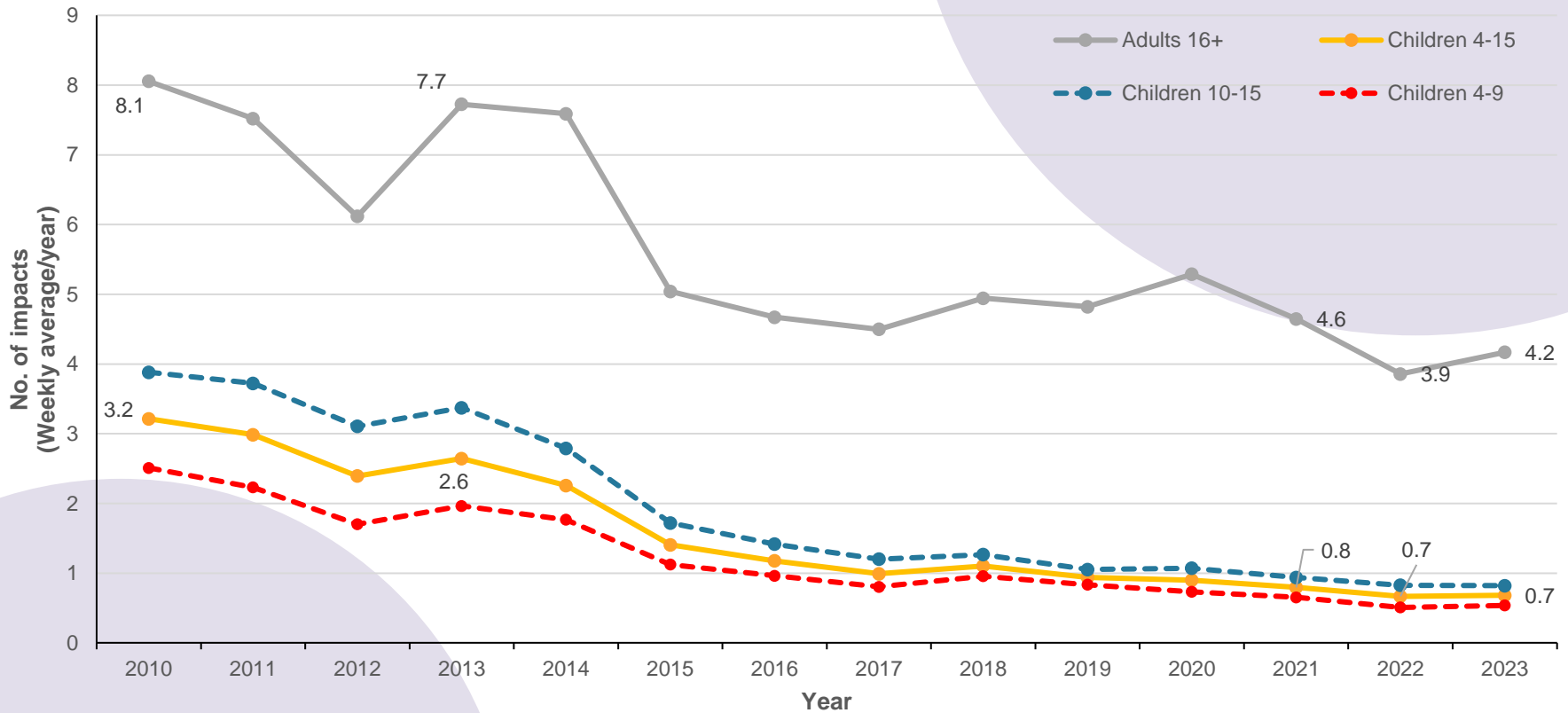
- Between 2010 and 2023, children's exposure to alcohol advertising on TV reduced by four fifths from an average of 3.2 ads per week in 2010 to 0.7 ads per week in 2023. The average number of alcohol ads children saw is now at its lowest.
- Children's exposure to alcohol TV ads reduced by at least two thirds in every nation from the 2013 peak and have remained stable at low levels in recent years.
- Children's exposure to alcohol ads relative to adults has fallen from a peak of 39.9% in 2010 to 16.4% in 2023. That means children saw, on average, around one alcohol ad on TV for every six seen by adults in 2023.
- In 2023, alcohol ads made up 1.2% of all TV ads seen by children. Alcohol ads continue to make up less than 1.5% of all TV ads seen by children annually.
- Children's exposure to all TV ads reduced by three quarters from a peak of 229.3 ads per week in 2013 to a low of 58.2 ads per week in 2023. Over the same period (2013 to 2023), children's exposure to alcohol ads on TV reduced by three quarters. This suggests children's exposure to alcohol ads continues to fall at a similar rate to children's exposure to all TV ads.



In 2023 children saw on average 0.7 alcohol ads per week on TV

- Between 2010 and 2023, children's exposure to alcohol ads on TV reduced by four fifths from an average of 3.2 ads per week in 2010 to 0.7 ads per week in 2023.
- The average number of alcohol ads children saw is now at its lowest.

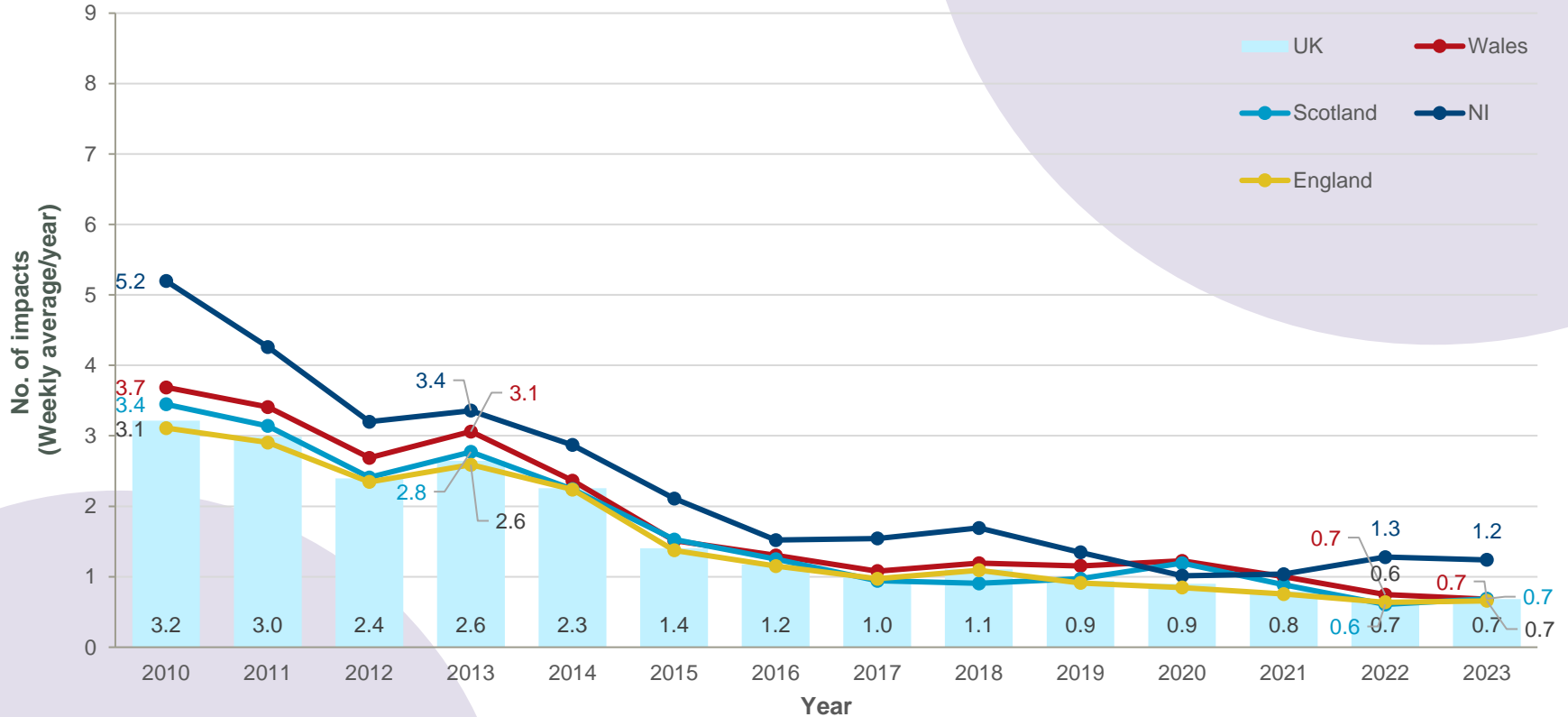
Average weekly exposure to alcohol ads per year – age group



Children across each nation viewed around one alcohol TV ads per week in 2023

- Exposure to alcohol TV ads was broadly consistent across the nations, ranging from 1.2 ads per week in NI to 0.7 ads per week in England, Scotland, and Wales.
- Exposure levels have reduced by at least two thirds across each nation since 2013* and have remained stable at low levels in recent years.

Average weekly exposure to alcohol ads: Children 4-15 by nation



Data for individual nations in 2020 and 2021 should be considered with caution in the context of varying sample sizes in this period

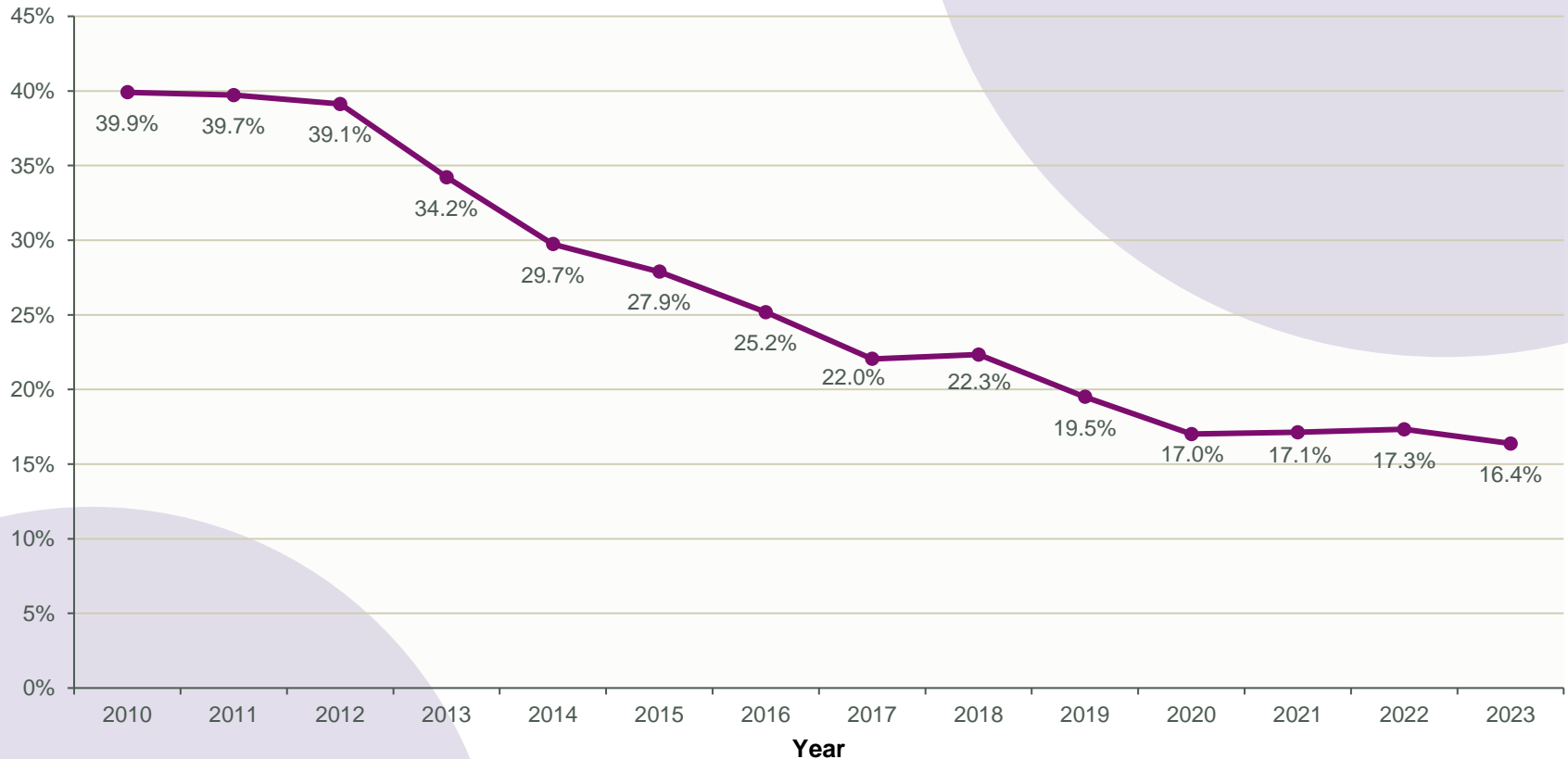
*2013 taken as base year for comparison as exposure to all TV ads across the UK peaked in this year.



In 2023, children saw on average around one alcohol ad for every six seen by adults

- Children's exposure to alcohol TV ads, relative to adults, has fallen from a peak of 39.9% in 2010 to 16.4% in 2023.

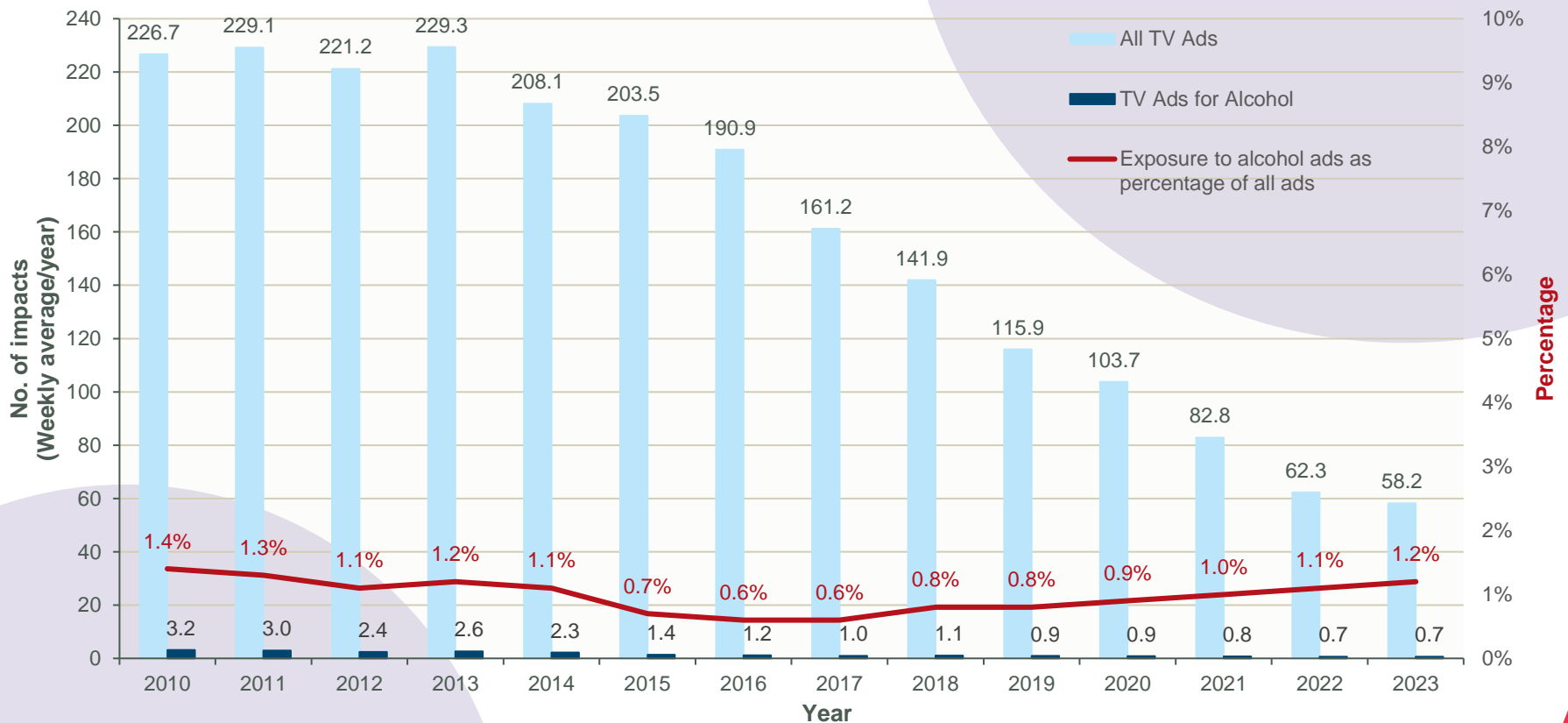
Children's exposure to alcohol ads as a percentage of adults' exposure



Alcohol ads made up 1.2% of all TV ads seen by children in 2023

- Alcohol ads continue to make up less than 1.5% of all TV ads seen by children annually across the analysis period.
- Children's exposure to all TV ads reduced by 74.6% from a peak of 229.3 ads per week in 2013 to a low of 58.2 ads per week in 2023. Over the same period, children's exposure to alcohol ads on TV reduced by three quarters. This suggests children's exposure to alcohol ads continues to fall at a similar rate to exposure to all TV ads.

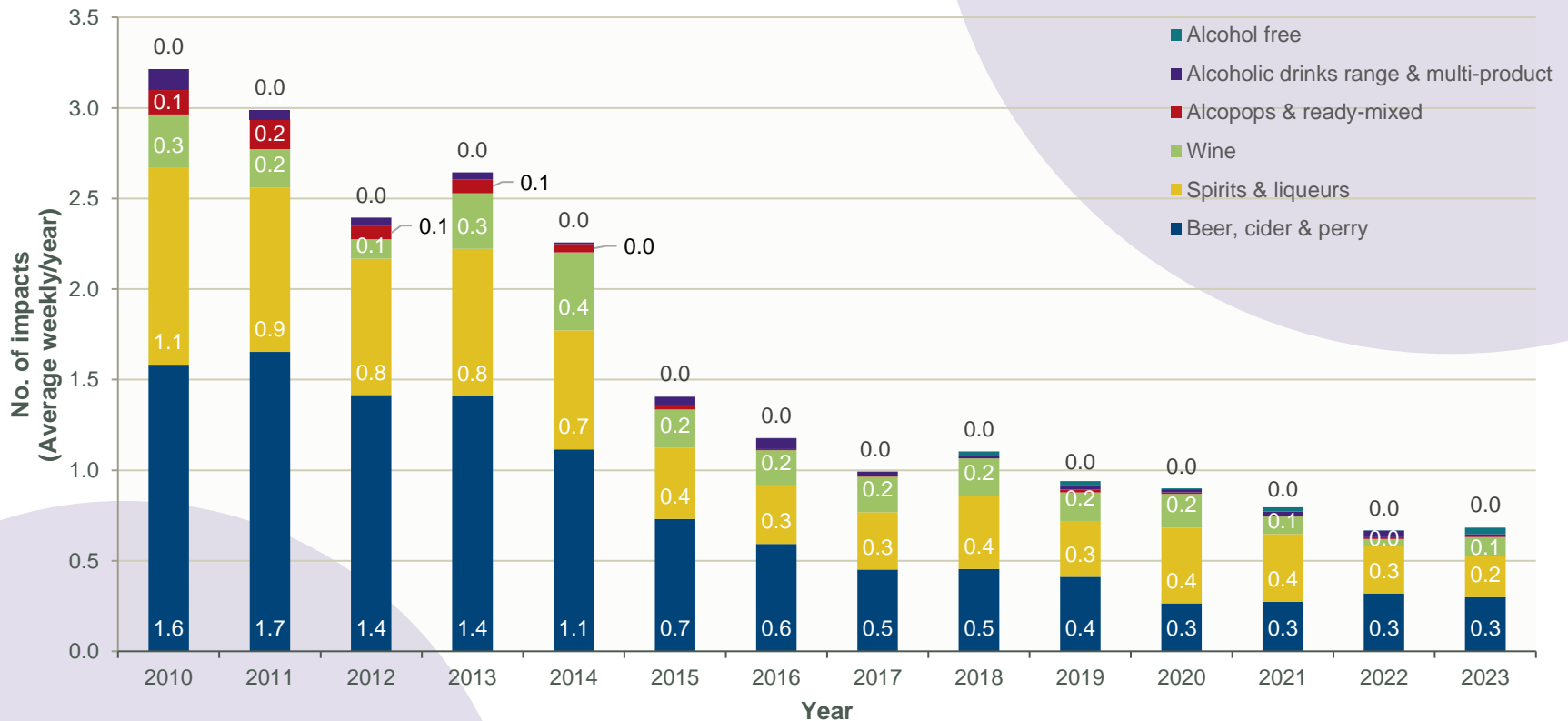
Children's exposure to alcohol TV ads as a percentage of exposure to all TV ads



The majority of TV alcohol ads seen by children in 2023 were for Beer, Cider & Perry

- Exposure to ads for Beer, Cider & Perry fell from a peak in 2011 to reach the lowest level in the 14-year reporting period in 2020, with exposure levels remaining stable at low levels in recent years..

Children's exposure to alcohol ads – by product type





Exposure to TV ads for gambling products



Exposure to TV ads for gambling products

The BCAP Code rules state:

32.2 [The following products] may not be advertised in or adjacent to programmes commissioned for, principally directed at or likely to appeal particularly to audiences below the age of 18:

32.2.2 gambling except lotteries, football pools, equal-chance gaming (under a prize gaming permit or at a licensed family entertainment centre), prize gaming (at a non-licensed family entertainment centre or at a travelling fair) or Category D gaming machines

32.4 [The following products] may not be advertised in or adjacent to programmes commissioned for, principally directed at or likely to appeal particularly to persons below the age of 16:

32.4.1 lotteries

32.4.2 football pools

32.4.3 equal-chance gaming (under a prize gaming permit or at a licensed family entertainment centre)

32.4.4 prize gaming (at a non-licensed family entertainment centre or at a travelling fair)

32.4.5 Category D gaming machines



Key findings

- Between 2010 and 2023, children's exposure to gambling ads fell by two fifths from an average of 3.0 ads per week in 2010 to 1.8 ads per week in 2023 – and decreased by three fifths from a peak average of 4.4 ads per week in 2013. Children's exposure to gambling TV ads has varied over the 14-year period, but has remained fairly stable at lower levels for the past five years.
- Variations between devolved nations in gambling TV ad exposure widened in 2020 but have converged in recent years.
- Children's exposure to gambling ads relative to adults' has fallen year-on-year from 36.0% in 2010 to 15.4% in 2023, the lowest in the 14-year period along with 2021. That means children saw, on average, just under one TV ad for gambling products for every six seen by adults in 2023.
- From 2010 to 2017 gambling ads made up, on average, less than 2% of all TV ads seen by children. Since 2018 this proportion has been above 2% and sits at 3.1% in 2023.



Key findings

- Children's exposure to all TV ads reduced by three quarters from a peak of 229.3 ads per week in 2013 to a low of 58.2 ads per week in 2023. Over the same period (2013 to 2023), children's exposure to gambling ads decreased by three fifths. While children's exposure to gambling ads on TV has decreased since the 2013 peak, children's exposure to all TV ads has declined at a faster rate over the same period.
- Since 2011* Bingo and Lottery & Scratchcards ads have consistently represented the majority of gambling TV ads seen by children.
 - In 2022 Children's exposure to Bingo ads fell to the lowest level since 2011.
 - Children's exposure to ads for sports betting has decreased from a peak in 2011 and has remained at a low level seen since 2019.

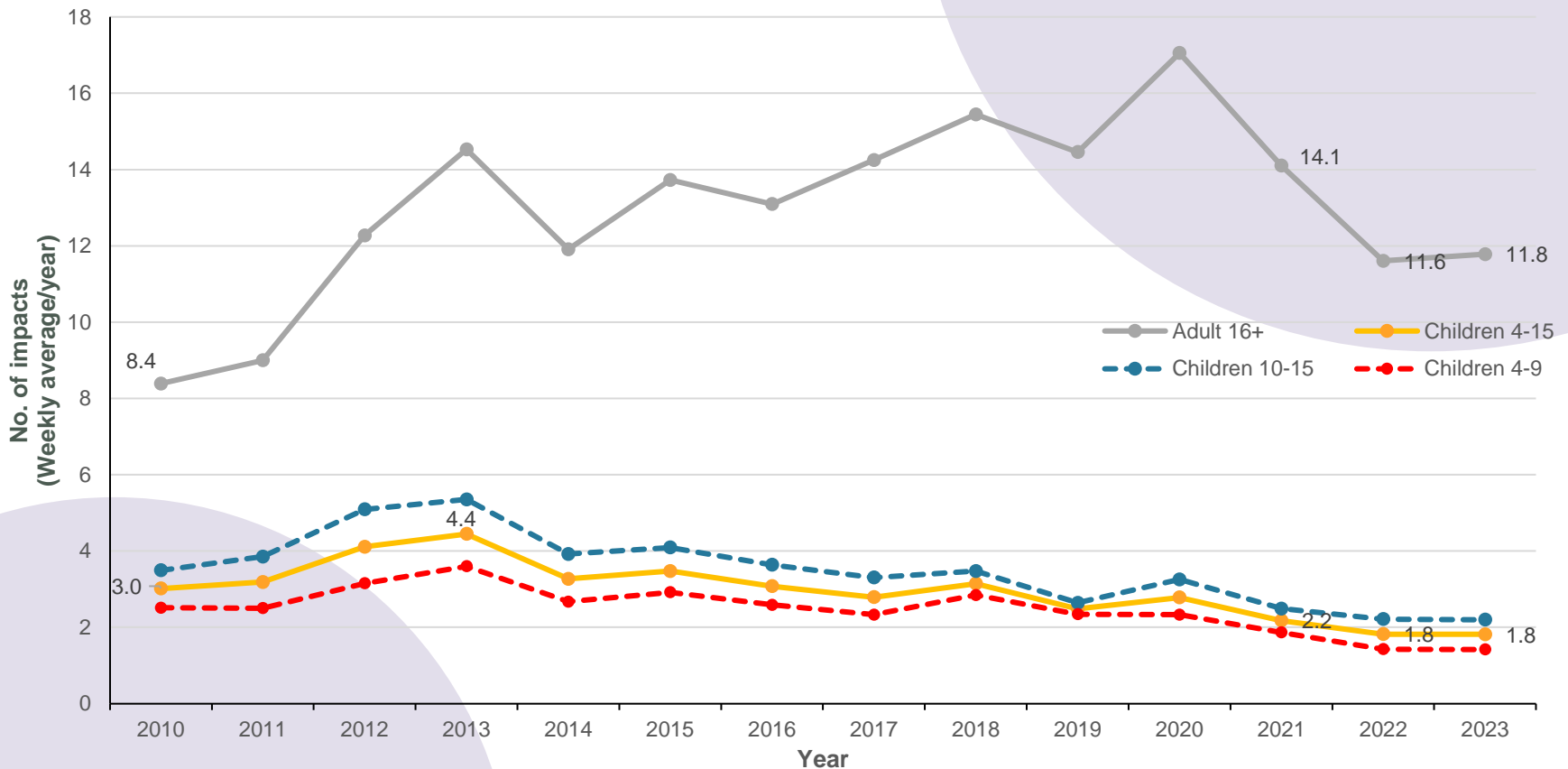
*2011 was the first year for which exposure data for gambling product categories can be reliably broken down (see Slide 36)



In 2023 children saw 1.8 TV gambling ads per week on average

- Between 2010 and 2023, children's exposure to gambling ads decreased by two fifths from an average of 3.0 ads per week in 2010 to 1.8 ads per week in 2023.
- Despite fluctuations in exposure levels over the 14-year period, children's exposure to gambling ads has remained fairly stable at lower levels over the past five years.

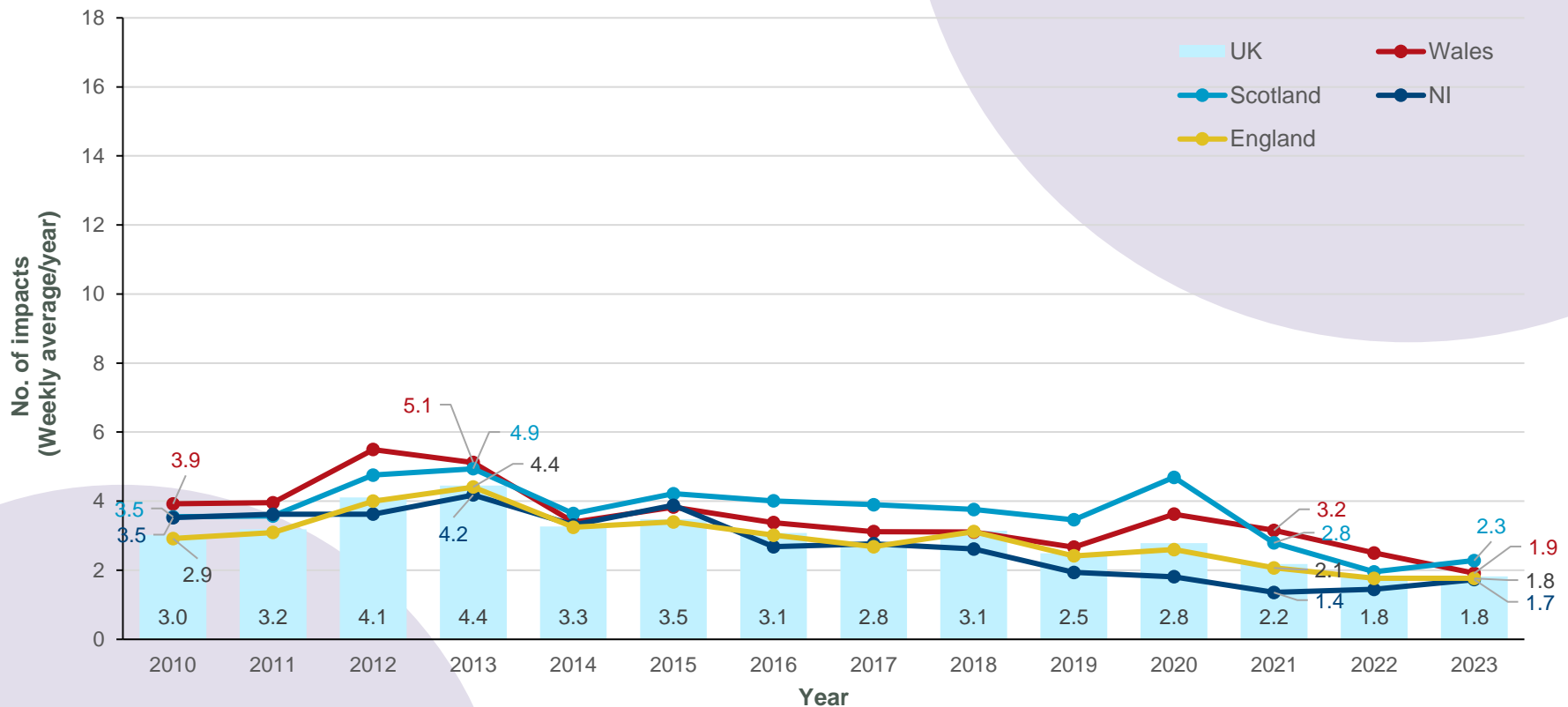
Average weekly exposure to gambling ads per year – age group



Impacts for gambling products have fallen in each nation since the peak in 2013

- Across the nations in 2023, children’s exposure to gambling TV ads ranged from 1.7 ads/week in NI to 2.3 ads/week in Scotland.
- In 2020 gambling ad exposure increased slightly across the UK – and in Scotland and Wales in particular – and differences between nations were more pronounced than in previous years. This could be explained by the context of variations in the wider advertising market during Covid-19 lockdowns. These national differences have converged in recent years.

Average weekly exposure to gambling ads: Children 4-15 by nation



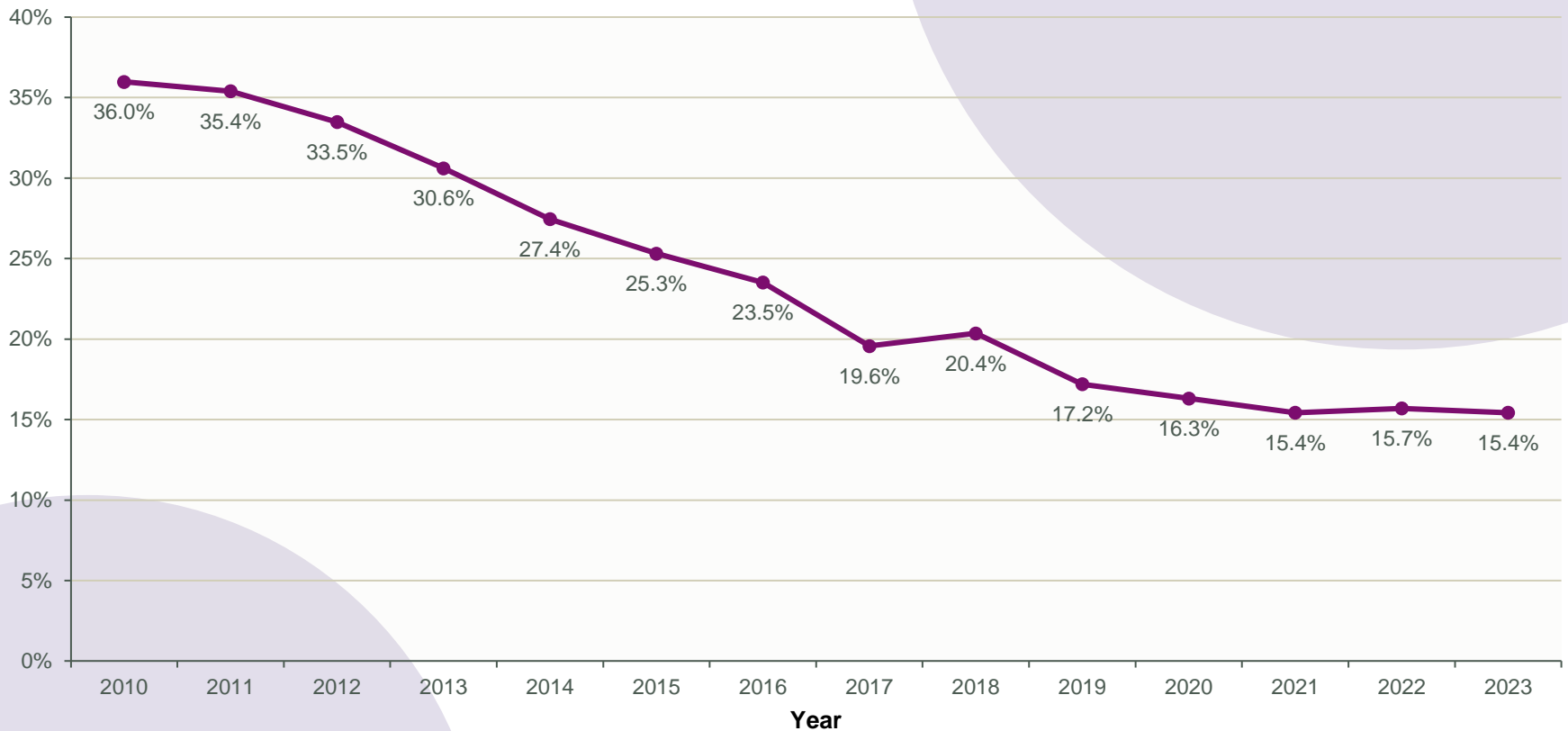
Data for individual nations in 2020 and 2021 should be considered with caution in the context of varying sample sizes in this period
 *2013 taken as base year for comparison as exposure to all TV ads across the UK peaked in this year.



In 2023 children saw on average just under one gambling ad on TV for every six seen by adults

- Children's exposure to gambling ads on TV, relative to adults', has fallen year-on-year from 36.0% in 2010 to 15.4% in 2023 – the lowest in the 14-year period along with 2021.

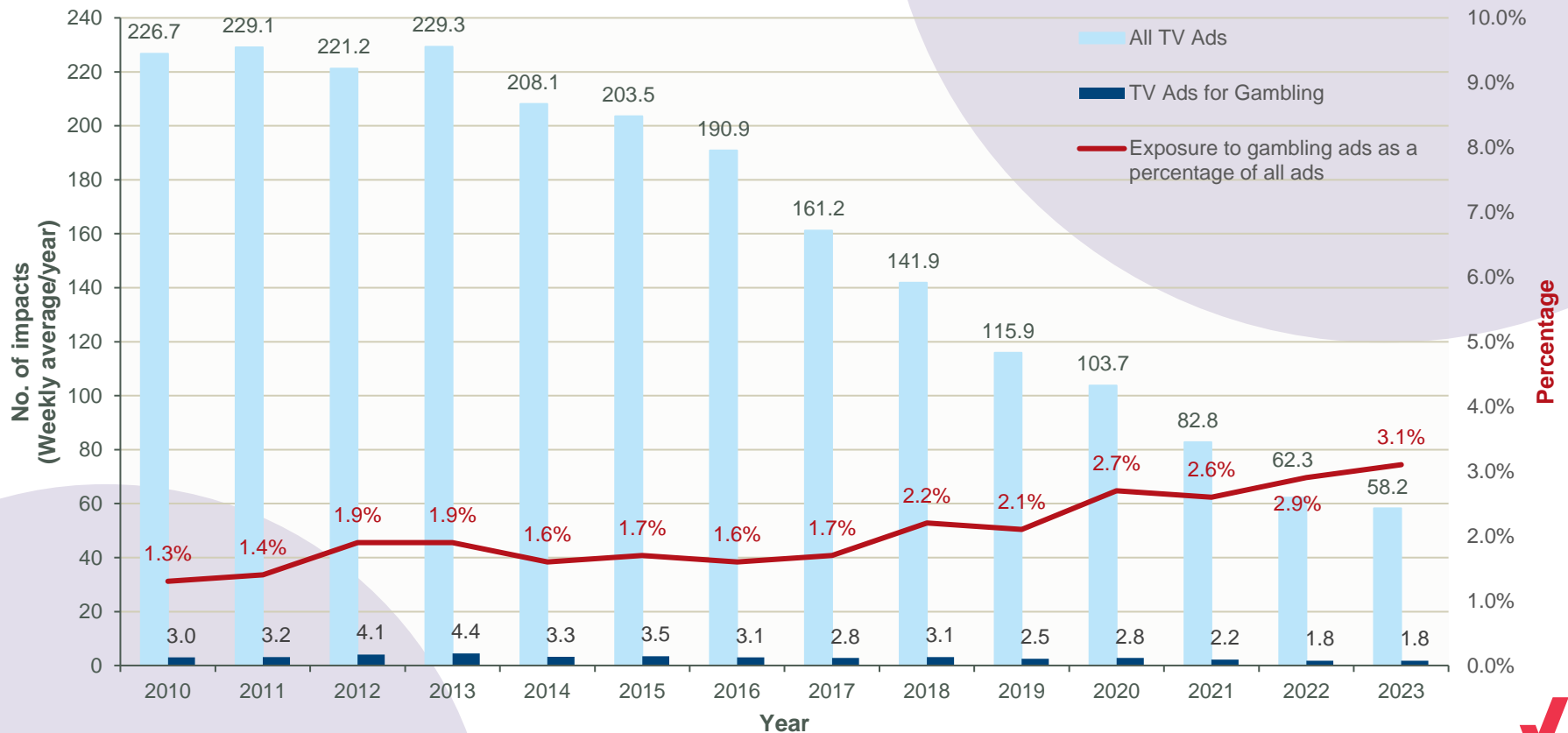
Children's exposure to gambling ads as a percentage of adults' exposure



Gambling ads made up 3.1% of all TV ads seen by children in 2023

- Gambling ads made up less than 2% of all the TV ads seen by children on average each year between 2010 and 2017. Since 2018 this percentage has remained above 2%, reaching 3.1% in 2023.
- Children's exposure to all TV ads fell by over 74.3% from a peak of 229.3 ads per week in 2013 to a low of 58.2 in 2023. Over the same period, children's exposure to gambling ads decreased by three fifths. While children's exposure to gambling ads on TV has decreased since the 2013 peak, children's exposure to all TV ads has declined at a faster rate over the same period.

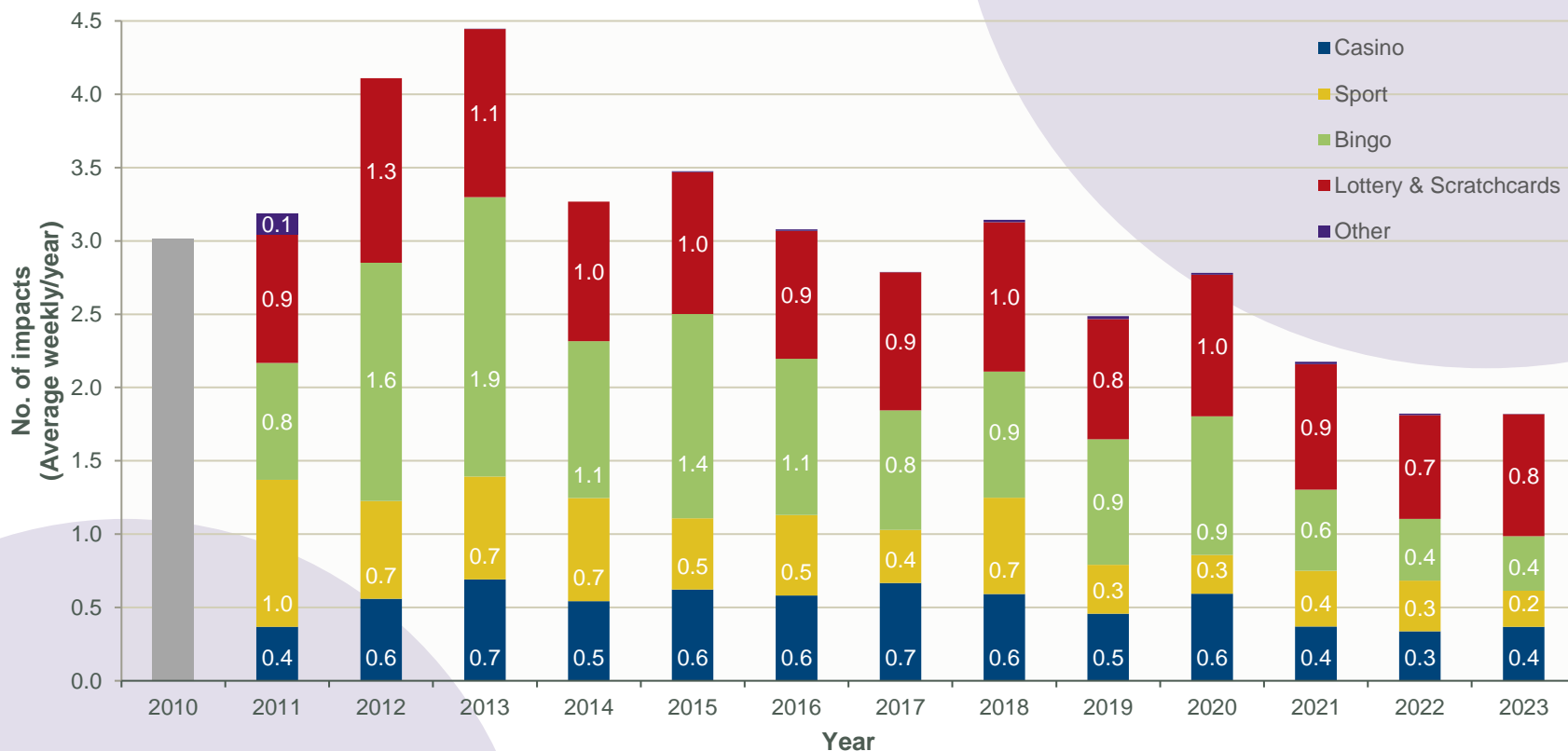
Children's exposure to gambling TV ads as a percentage of exposure to all TV ads



The majority of TV gambling ads seen by children in 2023 were for Lottery & Scratchcards

- Since 2011* Lottery & Scratchcards and Bingo ads continue to comprise the majority of gambling ads seen by children.
- Exposure to ads for Bingo stood at 0.4 in 2023, down from 1.9 ads in 2013.

Children's exposure to gambling ads – by product type



*Reporting of exposure data for different gambling product categories starts from 2011. As noted in previous ASA exposure reports, product classification data prior to 2011 does not permit a detailed breakdown of children's exposure to TV ads for Bingo, Lottery & Scratchcards etc..





Exposure to TV ads for HFSS products



Exposure to TV ads for HFSS products

The BCAP Code rules state:

32.5 [The following products] may not be advertised in or adjacent to programmes commissioned for, principally directed at or likely to appeal particularly to audiences below the age of 16:

32.5.1 food or drink products that are assessed as high in fat, salt or sugar (HFSS) in accordance with the nutrient profiling scheme published by the Food Standards Agency (FSA) on 6 December 2005. Information on the nutrient profiling scheme is now available on the Department of Health website at:

[the-nutrient-profiling-model](#)



Note

- Our analysis of exposure to ads on TV is based on the industry standard data reported by BARB Audiences Ltd. This data does not differentiate HFSS products from non-HFSS food and drinks. The ASA commissioned an expert third party, TRP Research, (a BARB bureau), to generate and verify HFSS exposure data for the 2023 analysis.
- Because of inherent time and cost restraints associated with gathering data, previous data generated by TRP from 2016 to 2018 has been included along with an update for 2023 only. Exposure data for HFSS products on a national basis has also been included for the first time for 2023. To provide further context, the report presents exposure data for all food and soft drink advertising for the period from 2010 to 2023.



Key findings

- Between 2010 and 2023, children's exposure to food and soft drink ads decreased by four fifths from an average of 39.4 ads per week in 2010 to 7.8 ads per week in 2023.
- Food and soft drink ads made up 13.3% of all TV ads seen by children in 2023.
- Children's exposure to both food and soft drink ads and HFSS product ads reduced by two thirds between 2016 and 2023.
- In 2016, children saw an average of 12.4 HFSS product TV ads a week, compared to an average of 4.4 ads a week in 2023.
- Across the nations in 2023, children's exposure to HFSS TV ads ranged from 3.8 ads per week in NI to 5.3 ads per week in Scotland



Key findings

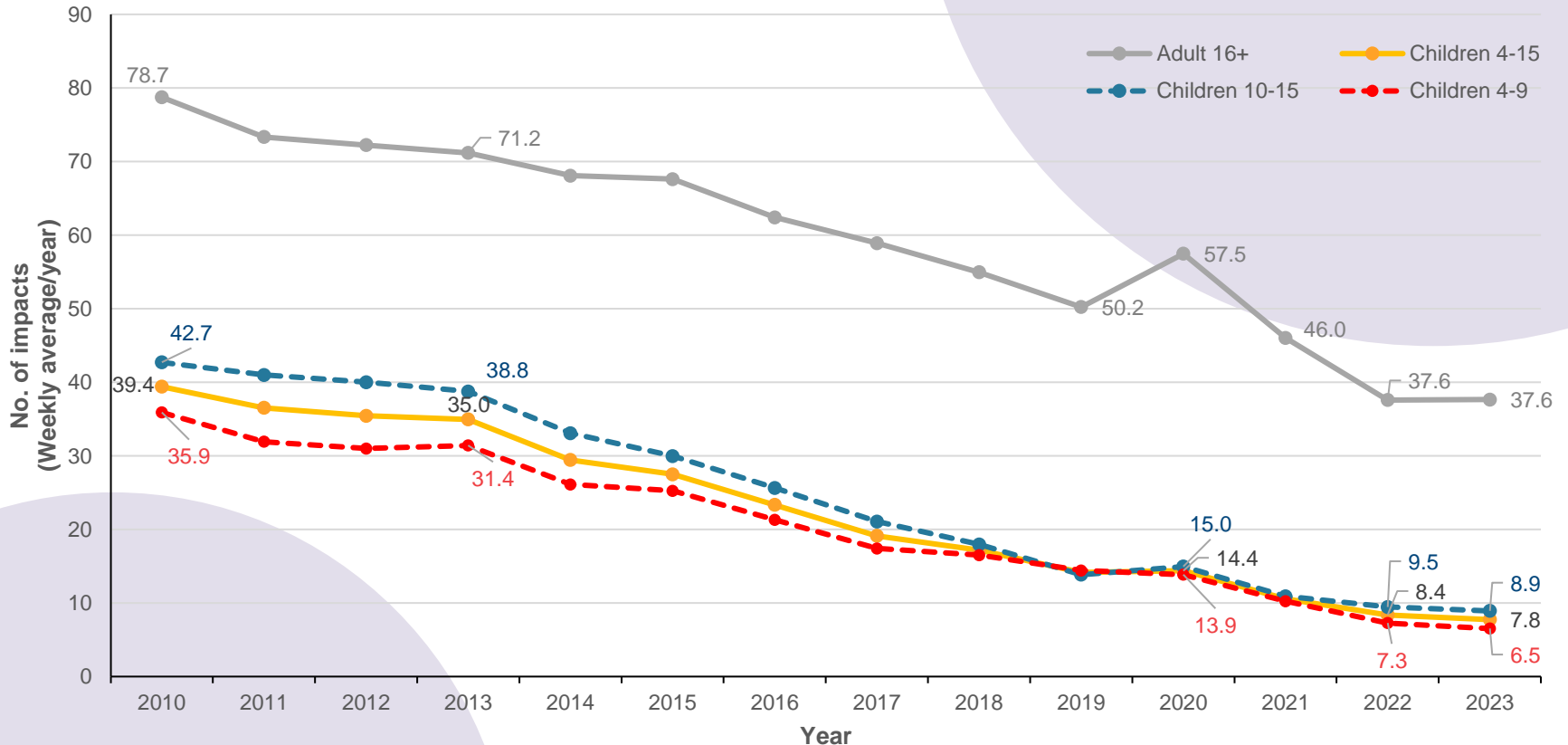
- In 2023 children saw on average around one HFSS ad on TV for every five seen by adults.
- HFSS product ads made up 7.6% of all TV ads seen by children in 2023. Children's exposure to all TV ads fell by 69.5% from 190.9 ads per week in 2016 to a low of 58.2 in 2023. Over the same period, children's exposure to HFSS product ads decreased by two thirds. This suggests children's exposure to HFSS product ads has declined at a similar rate as the decline in exposure to all TV ads.
- Children's exposure to HFSS confectionary ads fell from 3.4 ads per week in 2016 to 1.0 ads per week in 2023.



In 2023 children saw 7.8 TV food and soft drink ads per week on average

- Between 2010 and 2023, children's exposure to food and soft drink ads decreased by four fifths from an average of 39.4 ads per week in 2010 to 7.8 ads per week in 2023.
- Children's exposure to food and soft drink has seen a steady decline over the 14-year period.

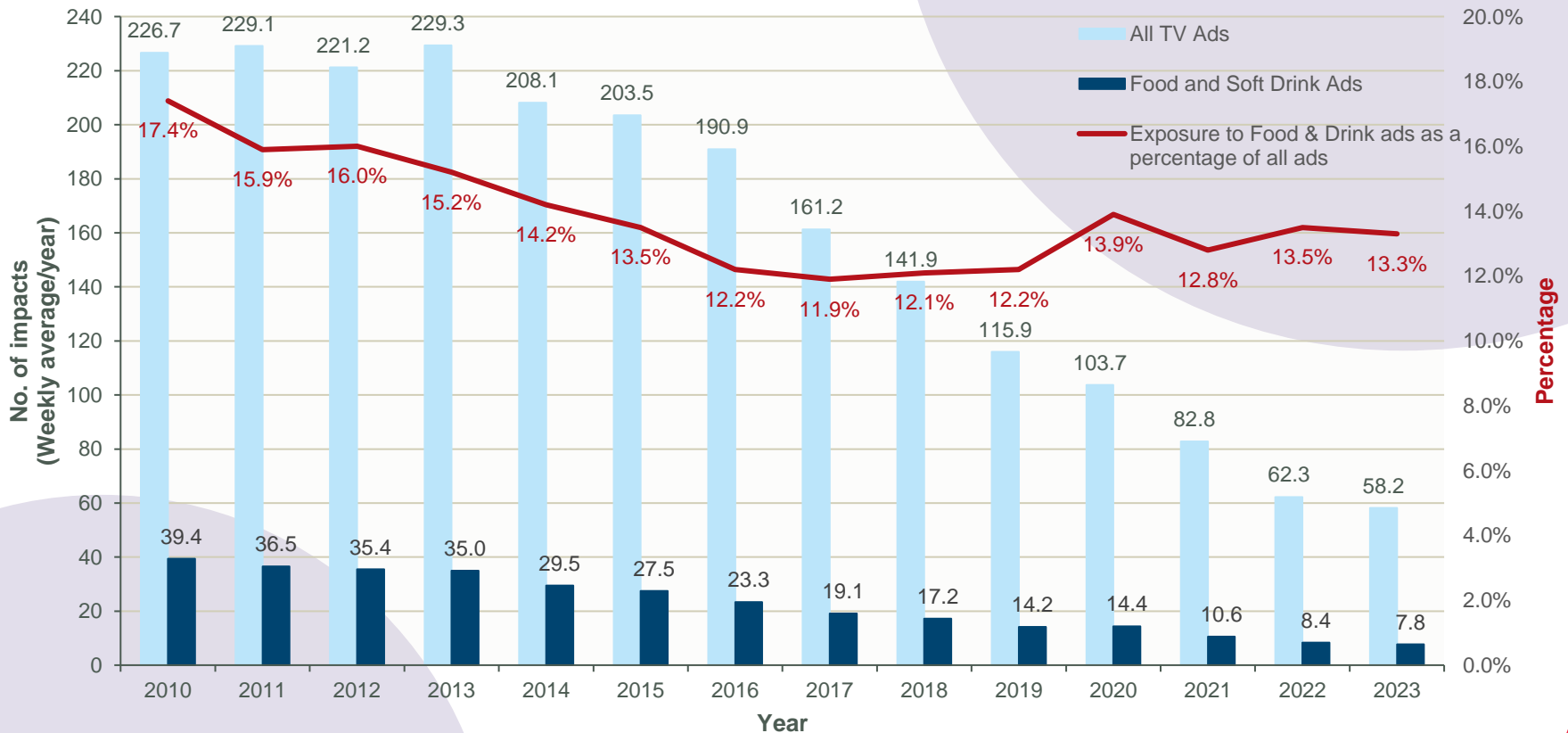
Average weekly exposure to all food and soft drink ads - age group



Food and soft drink ads made up 13.3% of all TV ads seen by children in 2023

- In 2023, 13.3% of all TV ads seen by children were food and soft drink ads. Children saw an average of 7.8 food and soft drink TV ads in 2023, which was the lowest over the 14-year period.

Children's exposure to all food and soft drink TV ads as a percentage of exposure to all TV ads



Children's exposure to both food and soft drink ads and HFSS product ads reduced by two thirds from 2016 to 2023

Average weekly exposure to Food & Drink/HFSS product ads: Children 4-15



Because of the time and cost constraints associated with classifying data from previous years, HFSS TV advertising data is only available from 2016 to 2018 (which were included in a previous report) with an update from 2023 (see note on slide 39).

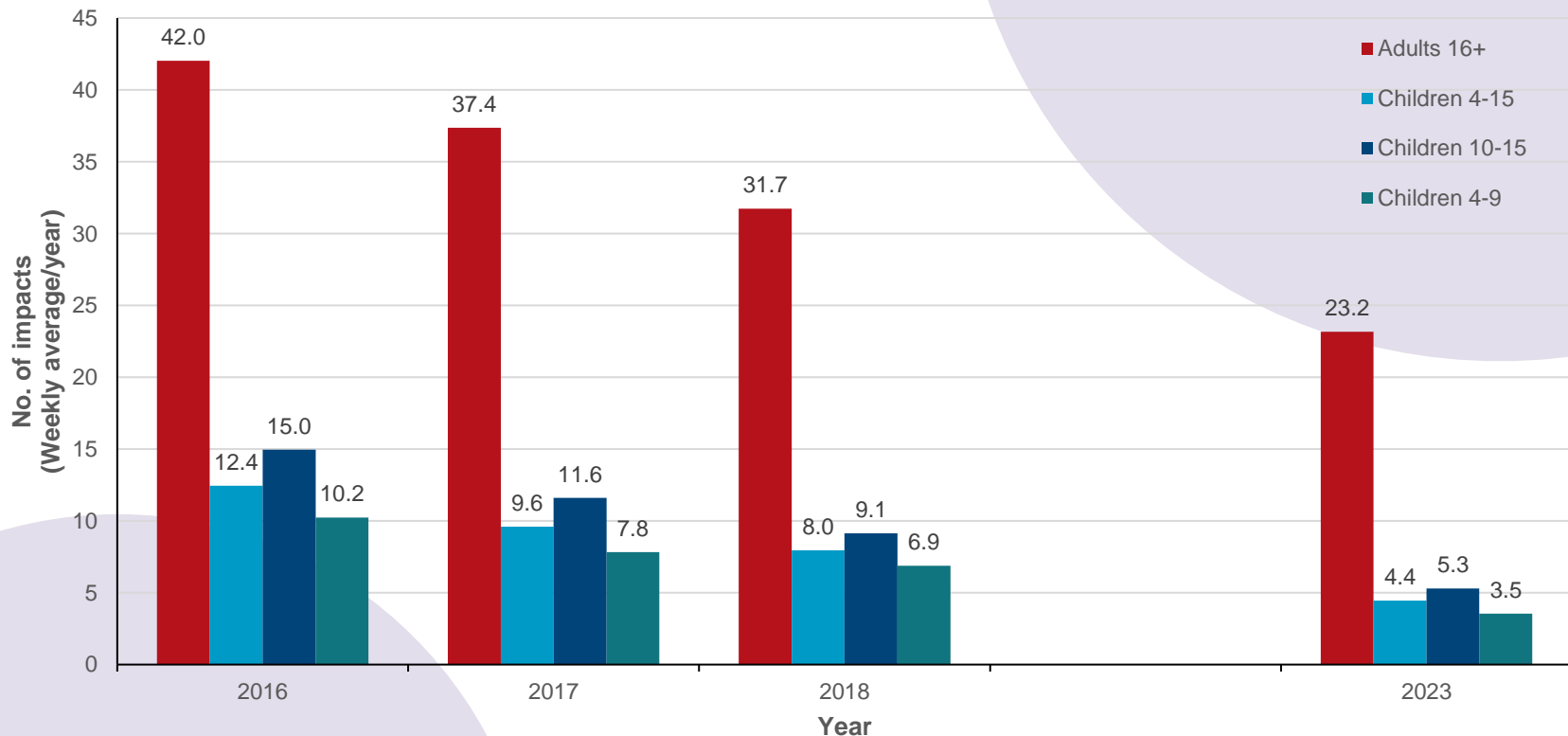
The overall exposure for HFSS product ads includes figures for ads in which no product could be identified for NPM, but were identified as having the effect of promoting HFSS by TRP. These ads are treated as HFSS product ads for the purpose of the report.



Children's exposure to HFSS product ads reduced by two thirds between 2016 and 2023

- In 2016, children saw an average of 12.4 HFSS product TV ads a week, compared to an average of 4.4 ads a week in 2023.
- Adults' exposure to HFSS ads reduced by 45% between 2016 and 2023, from an average of 42.0 ads in 2016 to 23.2 ads in 2023.

Average weekly exposure per year, HFSS – age group



Because of the time and cost constraints associated with classifying data from previous years, HFSS TV advertising data is only available from 2016 to 2018 (which were included in a previous report) with an update from 2023 (see note on slide 39).

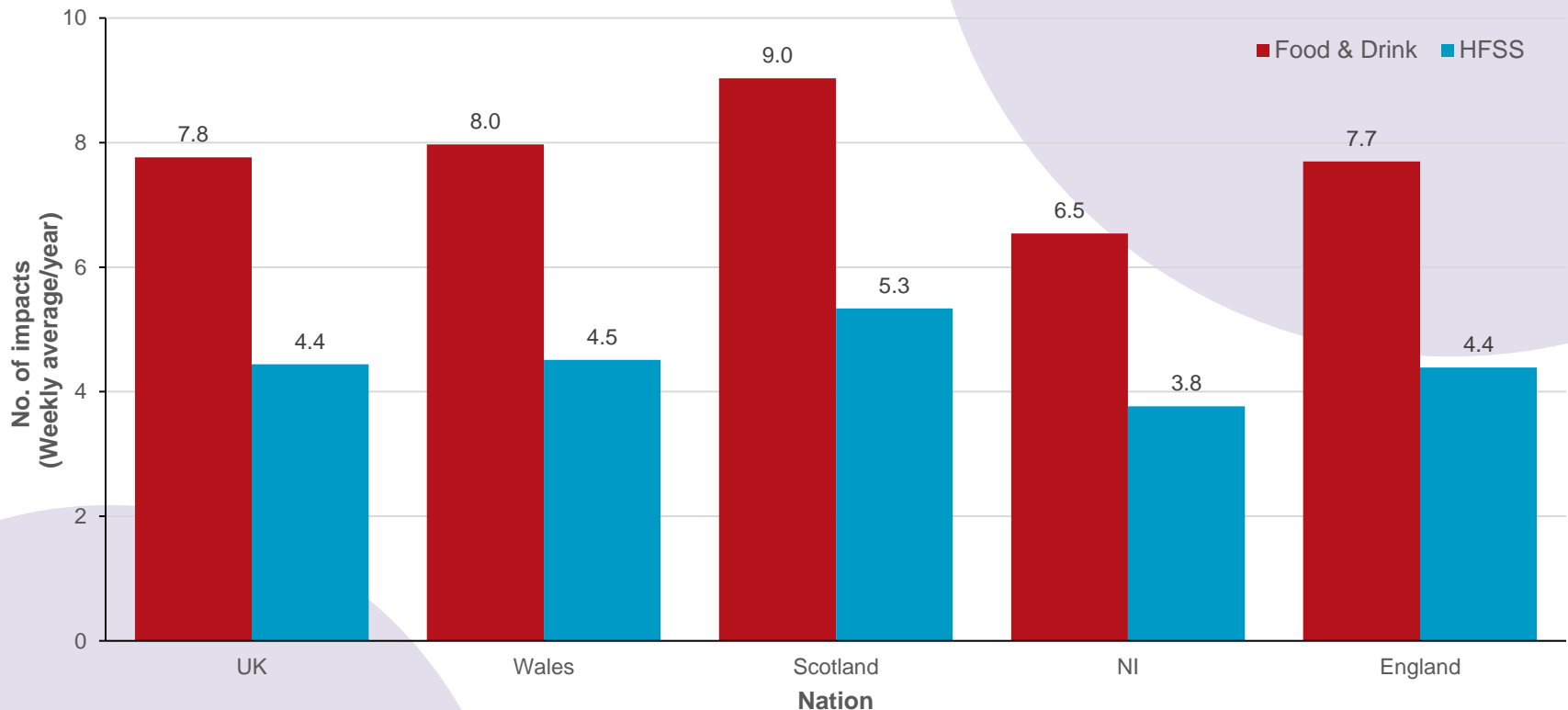
The overall exposure for HFSS product ads includes figures for ads in which no product could be identified for Nutrient Profiling Model (NPM), but were identified as having the effect of promoting HFSS by TRP. These ads are treated as HFSS product ads for the purpose of the report.



In 2023, children across each nation viewed fewer than six HFSS TV ads per week

- Across the nations in 2023, children's exposure to HFSS TV ads ranged from 3.8 ads/week in NI to 5.3 ads/week in Scotland.

Average weekly exposure to Food & Drink/HFSS product ads, 2023: Children 4-15 by nation



Because of the time and cost constraints associated with classifying data from previous years, HFSS TV advertising data on a national basis is only available from 2023 (see note on slide 39).

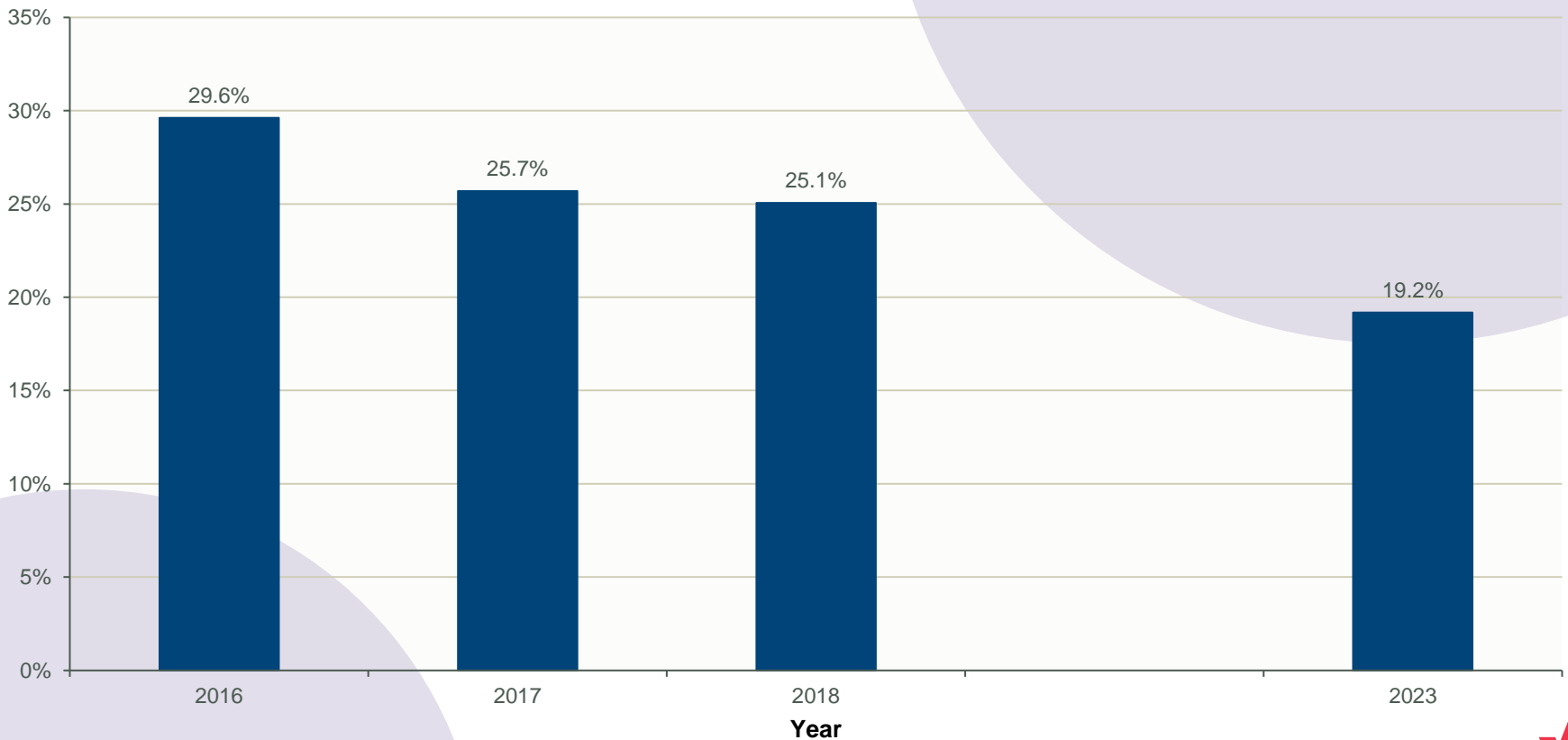
The overall exposure for HFSS product ads includes figures for ads in which no product could be identified for Nutrient Profiling Model (NPM), but were identified as having the effect of promoting HFSS by TRP. These ads are treated as HFSS product ads for the purpose of the report.



In 2023 children saw on average around one HFSS ad on TV for every five seen by adults

- Children's exposure to HFSS product ads on TV, relative to adults', has fallen from 29.6% in 2016 to 19.2% in 2023.

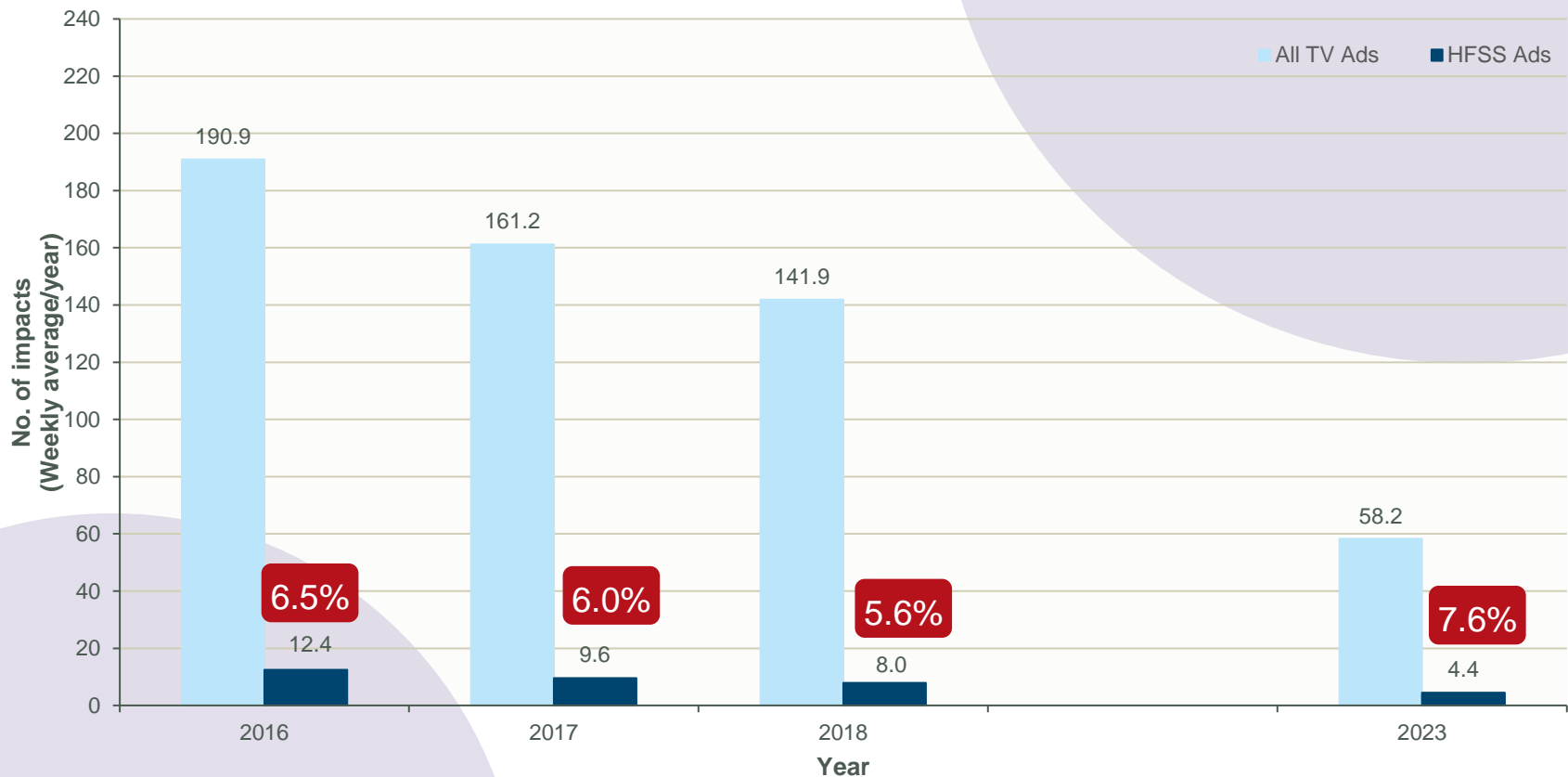
Children's exposure to HFSS product ads as a percentage of adults' exposure



HFSS product ads made up 7.6% of all TV ads seen by children in 2023

- HFSS product ads made up less than 8% of all the TV ads seen by children on average from 2016 to 2018 and in 2023.
- Children's exposure to all TV ads fell by 69.5% from 190.9 ads per week in 2016 to a low of 58.2 in 2023. Over the same period, children's exposure to HFSS product ads decreased by two thirds. This suggests children's exposure to HFSS product ads has declined at a similar rate as the decline in exposure to all TV ads.

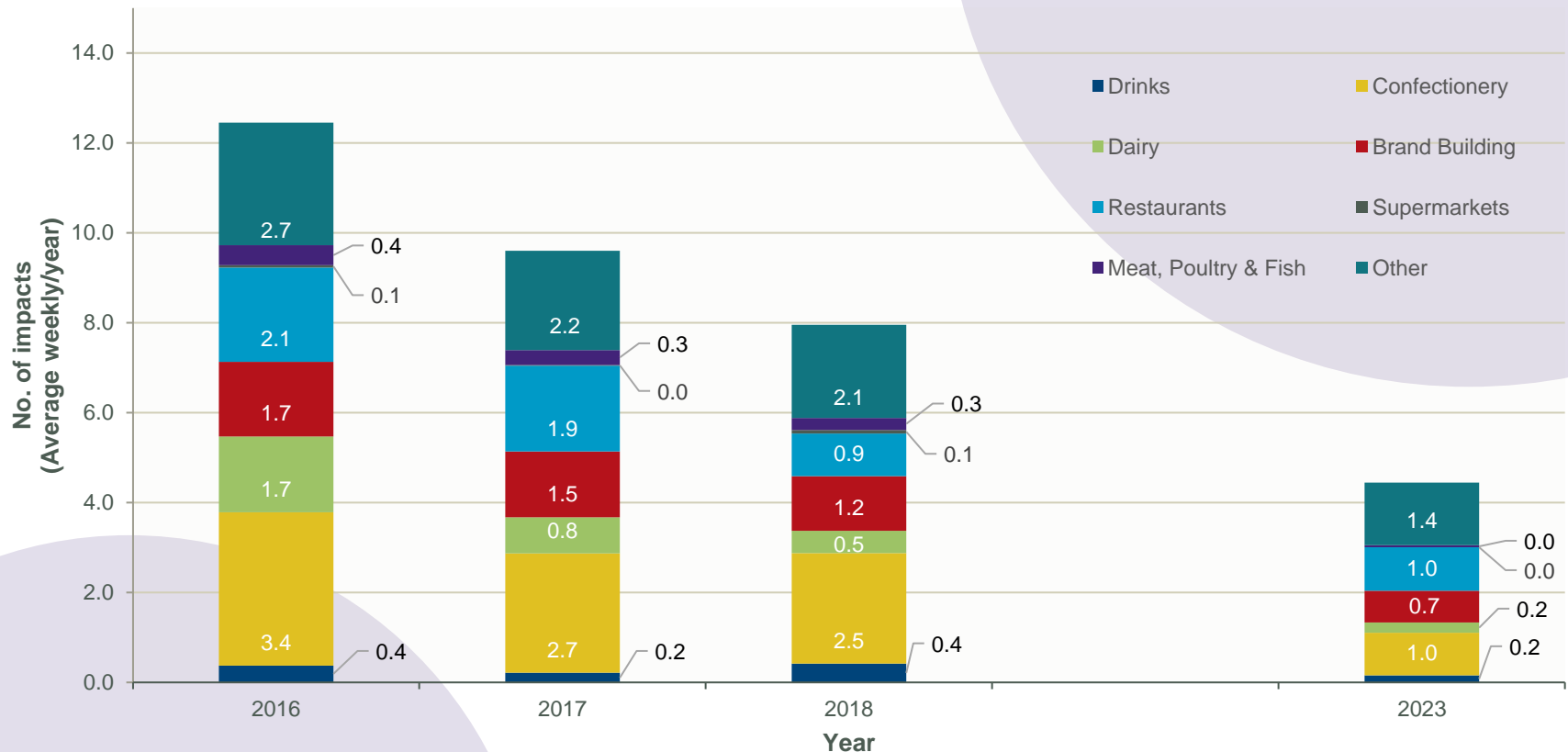
Children's exposure to HFSS product TV ads as a percentage of exposure to all TV ads



Children's exposure to HFSS confectionery ads fell from 3.4 ads per week in 2016 to 1.0 ads per week in 2023.

- Whilst the majority of TV HFSS product ads seen by children in 2023 were for the category of products named 'Other', the largest standalone categories of HFSS product ads seen by children were for confectionery and restaurants.

Children's exposure to HFSS product ads – by product type



The 'Other' category in product type breakdown consists of ads for Baby & Toddler Food; Bakery; Deli/Chilled foods; Food Cupboard/Groceries; Free from; Fruit; Lifestyle & Dietary; Frozen; Ready/prepared meals; Salad/Vegetables; ads identified as HFSS by TRP that fall under categories that are not in the definition of food or drink; and ads in which no products were identified for NPM but are treated as HFSS product ads for the purpose of the report (see footnote on slide 45).





Annex A:

How BARB data is analysed and presented in this report



How BARB data is analysed and presented in this report

Data source

- Ad exposure and viewing analysis presented is based on data reported by BARB Audiences Ltd.
- BARB now reports viewing data based on a 'total identified viewing' definition which includes total broadcaster viewing (including 28-day timeshift and non-linear BVOD services), SVOD/AVOD viewing and viewing to video-sharing services (see slide 12 for 2023 data on Total Identified Viewing on TV sets).

However, it is important to note that ad exposure data is currently only based on viewing via TV sets on linear channels and 7-day timeshift viewing. It does not include ad exposure on non-linear BVOD services, SVOD/AVOD services or video-sharing services. See slides 11 and 15 for viewing data that corresponds to these parameters so that trends in ad exposure can be compared with like-for-like trends in viewing.

Analysis period

- The report calculates ad exposure to alcohol and gambling ads, on TV on a weekly average basis for each year from 2010 to 2023, and ad exposure to HFSS product ads from 2016 to 2018, with an update for 2023.



How BARB data is analysed and presented in this report

Measurements

- The principle metric used in measuring ad exposure is **unweighted ‘impacts’**.
 - An impact is an instance of advertising being viewed by a member of a demographic group, for example children aged 4-15. As the number of impacts reflects the number of views, 300 impacts could be one ad viewed 300 times, or 300 ads viewed once each, or any equivalent combination.
 - The analysis for adults’ and children’s exposure is presented as a weekly average per individual for a given year: the number of impacts divided by the number of adults or children in the UK (or constituent nation) for a particular week, averaged across the year.
 - Ad exposure data is reported as the average number of impacts per person. This is an important measure as it tells us, on average, how many times per week an average member of the demographic group is exposed to TV ads for the chosen category.



How BARB data is analysed and presented in this report

Other measures used in this report

- **Total ad impacts** – This measure indicates the number of times ads across all product categories are viewed. The number of total ad impacts in this report relates to children aged between 4-15 years, unless otherwise specified, and is presented as a weekly average per year.
- **Children's exposure as a percentage of adults' exposure** – The BCAP scheduling rules require advertising to be targeted away from children's channels or programming, and other programming where children are proportionally over-represented in the audience. This measure provides an insight into the efficiency of restrictions intended to appropriately limit children's exposure to ads for certain product categories. For example, if children's exposure as a percentage of adults' exposure to an ad for a particular product is 25%, it means that children see around one of those ads for every four seen by adults.
- **Children's exposure as a percentage of exposure to all TV ads** – This measure shows how much of all the TV ads seen by children are made up of ads in the particular category (alcohol or gambling) expressed as a percentage.



How BARB data is analysed and presented in this report

Audience demographics

- Adults – defined by BARB as aged 16+.
- Children – defined by BARB as aged 4-15 years; some additional analysis have been included to examine exposure levels across the UK for younger children, aged 4-9, and older children, aged 10-15.

Note: Exposure figures presented within this report have been rounded to one decimal place, unless stated otherwise. Any percentages set out related to increases and decreases in exposure levels, as well as total figures, in a given period are calculated based on unrounded impact figures for accuracy, and those percentages are then rounded to one decimal place when presented in the report. As such, readers may find a variance if calculating using the rounded figures within this report.

BARB data is continuously consolidated and finessed, and this may account for some minor discrepancies between some of the figures presented in this report and in previous reports.



Annex B:



Process and methodology to generate data on TV ads for HFSS products

Source: TRP Research





Classification of High Fat, Sugar, and Salt

Food and Drink Advertisements: Methodology

October 2018 – January 2024

Click here for [full methodology](#)





Annex C: Further information



Annex C: Further information

When considering the data presented in this report, readers should also refer to important contextual information set out in the ASA's [first exposure report](#), in particular the following:

- **BCAP's policy objectives and delegated statutory duties (page 5)**
- **Scheduling rules: determining 'particular appeal' of programmes (page 6)**
- **Q&A (page 35)**

BCAP guidance on [scheduling and audience indexing](#) aims to help broadcasters comply with the scheduling rules in Section 32 of the BCAP Code. It outlines a variety of approaches, which broadcasters might be expected by the ASA to follow as part of their scheduling policies. They ensure that those programmes that appeal particularly to children and young people are correctly identified, allowing broadcasters to place restrictions on the advertisements in the commercial breaks during and adjacent to them.

