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24/5/2013  
**By post and email**

Dear Ed,

Thank you for your letter regarding the publication by Ofcom of new research into children's exposure to alcohol advertising on TV.

The Broadcast Committee of Advertising Practice (BCAP) is committed to ensuring that TV alcohol advertising is responsible. We believe that this is best achieved through a combination of strict rules governing the content of alcohol ads, alongside rules that act to limit children's exposure to them.

In response to the Government's Alcohol Strategy, BCAP has been undertaking work to make sure that current regulatory arrangements remain effective. We know that the way children, and indeed the wider public, watch TV has and continues to change, and Ofcom's research tells us that this is having an effect on the amount of alcohol advertising young people are seeing.

We are pleased that the research shows that children continue to see significantly fewer alcohol ads than adults, both relatively and in absolute terms. We also note your findings in the context of the wider positive indications about the trends in youth drinking, with the number of 11-15 year olds who reported having had an alcohol drink in the past week halving between 2001 and 2011.

Nonetheless, changing viewing habits do appear to be having an impact on exposure. Whilst the increase appears to be modest (increasing from 2.7 to 3.2 ads seen by children per week between 2007 and 2011), we agree that Ofcom's research warrants a closer examination of the current regulatory arrangements to ensure they remain effective.

BCAP will now examine the findings and implications of the research fully, and will report to Ofcom in October 2013. In the interim, we undertake to work with broadcasters to ensure they understand their responsibilities, and will take steps to ensure that the rule and supporting guidance is clear and easily understood.

**Legal, decent, honest and truthful**

As discussed, we will keep you and your colleagues involved in our work.

Yours sincerely,

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a series of loops and a long horizontal stroke extending to the right.

**James Best**  
**Chairman**