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Friday 24 May 2013

Dear Ed,

Thanks for sharing the results of your research into the exposure of children and young people to TV alcohol advertising.

The findings neatly sum up the challenge we face regulating a changing TV advertising landscape and viewing habits. There are more commercial channels than ever before and more commercial spots. We're watching more TV and seeing more TV ads. Children are switching their viewing from channels 3, 4 and 5 to portfolio channels and they're watching 'adult' commercial airtime later. Together, that has brought about an increase in children's and adult's exposure to alcohol spots, albeit a modest one from 2.7 to 3.2 ads/week for children and 6.6 to 8.1 ads/week for adults between 2007 and 2011.

It's good that your research shows that children continue to see around 40% the number of alcohol TV spots as adults, actually a fractionally smaller percentage in 2011 than in 2007, but your observation that the 2002-2006 downward exposure trend has stopped, and indeed reversed a little, obviously requires scrutiny by the ASA system. We agree it's important for children's exposure to alcohol advertising on TV to be limited, so we'll be reflecting carefully on what the research says about how alcohol TV advertising should be regulated effectively.

In addition to the above, we've already launched compliance investigations to establish whether there have been breaches of the scheduling rule. If we find that there has been wrongdoing, we'll take action. We're also writing to all TV broadcasters to reiterate the importance of the scheduling rule and how it should be applied in all circumstances.

We'll keep you fully informed of our progress. And, of course, we'll also publish the outcome of any ASA Council adjudications.

Yours sincerely,

**Guy Parker**  
**Chief Executive**

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**Chairman** Rt Hon Lord Smith of Finsbury **Chief Executive** Guy Parker  
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