

Erratum Notice: ASA reports on children's exposure to age-restricted TV ads

22 May 2020

The following corrections have been made to the ASA reports on children's exposure to age-restricted TV ads:

1. **ASA report on 'Children's exposure to age-restricted TV ads'** (published on 1 February 2019)

- a. Second paragraph under the heading 'Exposure levels to all food and soft drink ads – age groups', page 25, states:

"In 2008, children saw an average of 35.5 TV ads for food and soft drink per week (approx. 481.3 seconds [**this should read 847.3 seconds**]), followed by an increase to a peak in 2010 of 39.4 ads per week (approx. 507.2 seconds [**this should read 949.1 seconds**])..."

The definition of 'Food' in the data pre-2016 is made up from using variations of BARB Major, Mid and Minor classifications. The use of BARB categories by advertisers and broadcasters is not uniform across all years, with some categories not used in certain years and new categories added. Such changes to use were not accounted for in the data set, meaning that some food-containing categories were incorrectly excluded in the duration weighted data for the early reported years, particularly in the 2008-11 data. The number of seconds quoted above, which were calculated using duration weighted impact data, were therefore incorrect. The average weekly unweighted impact figures remain unaffected.

- b. Second paragraph under the heading 'Exposure levels to all food and soft drink ads – age groups', page 25, states:

In 2017, exposure levels then fell steadily to 19 ads per week (approx. 427.4 seconds [**this should read 428.2 seconds**]), which constitute a 51.7% reduction over the eight years.

This was a typographical error.

- c. First and second paragraphs under the heading 'Average weekly exposure to HFSS product ads per month – age groups', page 27, states:

"The monthly exposure levels to TV ads for HFSS products indicate that in 2016, children's exposure to HFSS product ads in January was, on average, 11.7 ads per week (approx. 221.7 seconds [**this should read 269.7 seconds**]). Exposure levels in the months of February to May remained above at or 14 ads per week, with a peak in March of 14.7 ads per week (approx. 293.8 seconds [**this should read 344.0 seconds**]), which was also the highest level in 2016. This was followed by a steady

decline towards the summer months to 9.6 ads (approx. 177.7 seconds [**this should read 220.7 seconds**]) per week in August, the lowest point in the year. Levels then gradually increased during the autumn months to 13.8 ads per week (approx. 265.5 seconds [**this should read 314.3 seconds**]) in December.

In 2017, levels of children’s exposure to HFSS product ads over the 12 months were much steadier in comparison to 2016. In January, children saw, on average, 9.3 ads for HFSS products per week (approx. 161.6 seconds [**this should read 191.1 seconds**]). In February, this increased to 10.5 ads per week (approx. 193.8 seconds [**this should read 227.6 seconds**]), the highest level in 2017. There was a decrease in April from 10.1 ads (approx. 108.2 seconds [**this should read 227.4 seconds**]) to 8.4 ads (approx. 153.1 seconds [**this should read 186.3 seconds**]) per week in May. Exposure levels between June and September remained between 9.1 ads (approx. 160.6 seconds [**this should read 200.5 seconds**]) and 9.6 ads (approx. 161.6 seconds [**this should read 199.7 seconds**]) per week, before an increase back to the highest level of 10.5 ads per week (approx. 224.3 seconds [**this should read 266.6 seconds**]) in December.”

The number of second figures quoted were calculated using duration weighted impact data for the BARB children age 4-9 group by error; the correct age group should be BARB children 4-15. The average weekly unweighted impact figures remain unaffected.

The corrected version of the report can be found [on this page](#).

2. Children’s exposure to age-restricted TV ads: 2018 Update (published on 19 December 2019)

- a. Second paragraph under the heading ‘Average weekly exposure to all food and soft drink ads – age group’, pages 20-21, states:

“In 2008, children aged 4-15 saw, on average, 35.5 ads for all food and soft drink on TV per week (approx. 481.3 seconds [**this should read 847.3 seconds**]). In 2018, children in the same age group saw, on average, 17.8 TV ads for food and soft drink per week (approx. 400.4 seconds [**this should read 385.7 seconds**]). This represents a 50.0% reduction in children’s exposure to food and soft drink advertising between those years. Within this period, children’s exposure to this category of advertising peaked in 2010 at an average of 39.4 ads per week (approx. 507.2 seconds [**this should read 949.1 seconds**]) and fell steadily to 17.8 ads per week in 2018, which constitutes a reduction of 54.9%. Over the same period between 2010 and 2018, children’s exposure to all TV ads declined by 37.4%.”

The reasons for the corrections – “(approx. 481.3 seconds [**this should read 847.3 seconds**])” and “approx. 507.2 seconds [**this should read 949.1 seconds**])” - are the same as those set out in point 1.a. above. The average weekly unweighted impact figures in this paragraph remain unaffected.

The correction “(approx. 400.4 seconds [**this should read 385.7 seconds**])” is made because the number of seconds quoted in the original report related to the BARB

children age group 10-15. This was inputted in error; the figure quoted here should relate to the BARB age group 4-15.

The corrected version of the 2018 Update report can be found [on this page](#).