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Compliance Monitoring of Global Advertising for Television, Print, and Internet for the International Food & Beverage Alliance

10th November 2009

• Consulting • Technology • Outsourcing

Accenture has been commissioned by the IFBA to produce this report on behalf of its participating members listed below. All the media research data analysed in order to produce this report was gained from sources independent of the advertisers and their associated media agencies. Both the markets and the periods to be analysed were also independently selected by Accenture.

Compliance Monitoring of Global Advertising for Television, Print, and Internet for the International Food & Beverage Alliance

In June 2009, the International Food & Beverage Alliance (IFBA) engaged Accenture to monitor its members'¹ compliance with their stated global marketing and advertising to children policies.

IFBA members have committed to: a) only advertise products to children under 12 years of age that meet specific nutritional criteria, based on accepted national and international guidelines, or; b) not to advertise products at all to children under 12. In practice “advertising to children under 12 years of age” means not advertising to media audiences with a minimum of 50 percent of children under age 12.

Methodology

Accenture independently monitored 12 markets for Television and Print advertising and six markets for Internet advertising. To ensure full transparency, Accenture selected all markets and the time periods to be monitored after the advertising had already been purchased by the companies. No IFBA members knew in advance which markets and time periods were being monitored.

Accenture conducted the monitoring exercise as a random sample of the companies' advertisements. In order to provide a global representation, Accenture selected the following markets for Television and Print monitoring: Argentina, Canada, China (Shanghai region only), India, Indonesia, Mexico, New Zealand, Russia, South Africa, Thailand, Ukraine and USA. The period monitored for Television and Print advertising was from 1 February 2009 to 30 April 2009. For Internet advertising, six markets were monitored: Canada, India, Mexico, New Zealand, South Africa and USA. The period monitored for Internet advertising² was from 1 June 2009 to 7 August 2009.

This report specifically excludes European markets as a similar monitoring exercise was conducted by Accenture on IFBA members' compliance under the EU Pledge and reported in September 2009.²

¹ IFBA's member companies included in this report are The Coca-Cola Company, General Mills, Kellogg's, Kraft, Mars, Nestle, PepsiCo, Inc. and Unilever.

² The EU Pledge Monitoring Report is posted on the EU Pledge web site at www.eu-pledge.eu

Television Advertising Results

Accenture analysed industry standard Television monitoring data for all advertisements broadcast on all channels in each market to assess whether these advertisements had been aired when more than 50 percent of the audience were children. (see *Appendix 1*) The term “children” was defined as those under 12 or the nearest equivalent available from the Television monitoring research company.

Between 1 February 2009 and 30 April 2009, 2,071,643 Television advertisement spots³ were analyzed in all 12 markets. Of these, Accenture determined that 37,836 Television advertisement spots were non-compliant, representing a compliance rate of 98.17 percent.

Market	Compliance Rate
Global	98.17%
Argentina	98.65%
Canada	99.34%
China (Shanghai region only)	98.85%
India	95.62%
Indonesia	99.32%
Mexico	99.75%
New Zealand	99.91%
Russia	99.21%
South Africa	99.64%
Thailand	99.94%
Ukraine	98.95%
USA	99.93%

There were instances (33,963 spots of the 37,836 non-compliant TV advertising spots) aired during adult viewing times (21:00 – 05:59) which produced profiles of more than 50 percent of the audience being children. These are statistical anomalies due to small audience sizes. Accenture observed that in most cases, these TV advertising spots aired between 21:00 and 05:59 had ratings below 1 Gross Rating Point⁴ for children. These spots were nonetheless considered to be non-compliant.

³ A television advertising spot is a span of television programming produced and paid for by a company that conveys a message, ranging in length from a few seconds to several minutes.

Print Advertising Results

Accenture drew up a list of titles reasonably expected to be designed for an audience of children under 12 years old, for example: comics, young children and pre-teens' magazines and newspaper supplements designed for children. (see *Appendix 2*). Accenture analyzed all advertisements placed in these publications for any instances of non-compliant products advertised by IFBA members.

Between 1 February 2009 and 30 April 2009 Accenture found no instances (appearances) of non-compliant products advertised by IFBA members in childrens' Print titles in any of the 12 markets.

Internet Advertising Results

A method similar to monitoring for Print was applied to the compliance monitoring analysis on the Internet. Accenture drew up a list of websites reasonably expected to be designed for an audience of children under 12 years old for the six markets and analyzed them for any instances of non-compliant product advertising⁴ by IFBA members. (see *Appendix 3*)

Between 1 June 2009 and 7 August 2009, Accenture found one product advertised on one children's website.

⁴ Internet advertising refers to internet display advertising covering web banner advertisements and rich media advertisements.

Appendix 1: Television Stations Monitored

USA

20TH TELEVISION	KABE (UNI)	KDBC (CBS)	KHOG (ABC)	KNTV (NBC)	KSDK (NBC)	KUNA (TEL)	NBC	WCTX (MNT)	WAXN (IND)
ABC	KADN (FOX)	KDFI (MINT)	KHON (FOX)	KNVA (CW)	KSEE (NBC)	KUSA (NBC)	NBC UNIVERSAL	WCVB (ABC)	WBAL (NBC)
ADSM	KAIL (MNT)	KDFW (FOX)	KHOU (CBS)	KNWA (NBC)	KSFY (FOX)	KUSI (IND)	NGC	WCWG (CW)	WBAY (ABC)
AEN	KAKE (ABC)	KDFX (FOX)	KHQ (NBC)	KNXV (ABC)	KSFY (ABC)	KUTP (MINT)	NICK	WCWJ (CW)	WBMM (CBS)
AMC	KAME (MNT)	KDKA (CBS)	KIAH (CW)	KOAA (NBC)	KSHB (NBC)	KUTV (CBS)	OXYG	WCWN (CW)	WBDT (CW)
APL	KAPP (ABC)	KDNL (ABC)	KICU (IND)	KOAT (ABC)	KSKN (CW)	KUVI (MINT)	REAL	WCYB (NBC)	WBFF (FOX)
BBCA	KARE (NBC)	KDSM (FOX)	KIMA (CBS)	KOB (NBC)	KSL (NBC)	KVAL (CBS)	SCFI	WDAF (FOX)	WBFS (MNT)
BET	KARK (NBC)	KDVR (FOX)	KING (NBC)	KOCB (CW)	KSLA (CBS)	KVBC (NBC)	SOAP	WDAY (FOX)	WBIR (NBC)
BRVO	KASA (FOX)	KELO (CBS)	KINT (UNI)	KOCO (ABC)	KSMO (MNT)	KVCW (CW)	SPK	WDBO (FOX)	WBKI (CW)
CBS	KASN (CW)	KENS (CBS)	KION (CBS)	KOIN (CBS)	KSNW (NBC)	KVEO (NBC)	STYL	WDBJ (CBS)	WBMA (ABC)
CBS TV	KASW (CW)	KERO (ABC)	KITV (ABC)	KOKH (FOX)	KSPR (ABC)	KVIA (ABC)	TBSC	WDCA (MNT)	WBNS (CBS)
DISTRIBUTION	KASY (MNT)	KESQ (ABC)	KIVI (ABC)	KOKI (FOX)	KSTP (ABC)	KVLY (NBC)	TLC	WDCW (CW)	WBNX (CW)
CMDY	KATC (ABC)	KETK (NBC)	KJZZ (MNT)	KOLD (CBS)	KSTU (FOX)	KVOA (NBC)	TNT	WDEF (CBS)	WBPB (CW)
CMT	KATU (ABC)	KETV (ABC)	KKTV (CBS)	KOLN (CBS)	KSTW (CW)	KVRR (FOX)	TRAV	WDIV (NBC)	WBRC (FOX)
CNN	KATV (ABC)	KEYE (CBS)	KLAS (CBS)	KOLO (ABC)	KSWB (FOX)	KVUE (ABC)	TRU	WDJT (CBS)	WBRE (NBC)
CW	KAUT (MNT)	KEYT (ABC)	KLFX (CBS)	KOLR (CBS)	KTAL (NBC)	KVVU (FOX)	TV1	WDKY (FOX)	WBRZ (ABC)
DHLT	KAYU (FOX)	KEZI (ABC)	KLJB (FOX)	KONG (IND)	KTBS (ABC)	KWBA (CW)	TVGN	WDRB (FOX)	WBTB (CBS)
DISC	KBAK (CBS)	KFMB (CBS)	KLKN (ABC)	KOTV (CBS)	KTDO (TEL)	KWBQ (CW)	TVL	WDSI (FOX)	WBTW (CBS)
DISNEY ABC	KBCI (CBS)	KFOR (NBC)	KLRT (FOX)	KOVR (CBS)	KTFN (TF)	KWCH (CBS)	USA	WDSU (NBC)	WBUW (CW)
DOMESTIC TV	KBCW (CW)	KFOX (FOX)	KLSR (ABC)	KPBI (MNT)	KTHV (CBS)	KWGN (CW)	VH1	WDTN (NBC)	WBXX (CW)
DSCI	KBFX (FOX)	KFSM (CBS)	KLTV (ABC)	KPDX (MNT)	KTLA (CW)	KWKT (FOX)	WAAY (ABC)	WE	WBZ (CBS)
ENN	KBLR (TEL)	KFSN (ABC)	KMAX (CW)	KPLR (CW)	KTLM (TEL)	KWQC (NBC)	WABC (ABC)	WEAR (ABC)	WCAU (NBC)
ENT	KBSI (FOX)	KFTA (FOX)	KMBC (ABC)	KPNX (NBC)	KTNV (ABC)	KWTV (CBS)	WABM (MNT)	WEHT (ABC)	WCAX (CBS)
ESP2	KBTX (CBS)	KFVE (MNT)	KMCI (IND)	KPSP (CBS)	KTRK (ABC)	KWTX (CBS)	WACH (FOX)	WEMT (FOX)	WCBD (NBC)
ESPN	KCAL (IND)	KFVS (CBS)	KMGH (ABC)	KPTM (FOX)	KTRV (FOX)	KWWL (NBC)	WACY (MNT)	WESH (NBC)	WCBS (CBS)
FAM	KCBA (FOX)	KFXA (FOX)	KMIR (NBC)	KPTV (FOX)	KTSM (NBC)	KXAN (NBC)	WAFB (CBS)	WEVV (CBS)	WCCB (FOX)
FOOD	KCBS (CBS)	KFKX (FOX)	KMOV (CBS)	KQCA (MNT)	KTTV (FOX)	KXAS (NBC)	WAFF (NBC)	WEWS (ABC)	WCCO (CBS)
FOX	KCCI (CBS)	KGAN (CBS)	KMPH (FOX)	KQCW (CW)	KTTW (FOX)	KXJB (CBS)	WAGA (FOX)	WEYI (NBC)	WCGV (MNT)
FOXN	KCEN (NBC)	KGBT (CBS)	KMSB (FOX)	KRCW (CW)	KTUD (IND)	KXRM (FOX)	WAKA (CBS)	WFAA (ABC)	WCHS (ABC)
FUSE	KCNC (CBS)	KGET (NBC)	KMSP (FOX)	KRDO (ABC)	KTUL (ABC)	KXTV (ABC)	WALA (FOX)	WFFF (FOX)	WCIA (CBS)
FX	KCOP (MNT)	KGMB (CBS)	KMSS (FOX)	KREM (CBS)	KTVB (NBC)	KXVO (CW)	WAND (NBC)	WFFT (FOX)	WCIV (IND)
G4	KCOY (CBS)	KGO (ABC)	KMTR (NBC)	KRGV (ABC)	KTVD (MNT)	KXXV (ABC)	WANE (CBS)	WFIE (NBC)	WCIV (ABC)
GAC	KCPQ (FOX)	KGPE (CBS)	KMTV (CBS)	KRIV (FOX)	KTVI (FOX)	KYTV (NBC)	WAPT (ABC)	WFLA (NBC)	WCMH (NBC)
GSN	KCRA (NBC)	KGTV (ABC)	KMYQ (MNT)	KRON (MNT)	KTVK (IND)	KYW (CBS)	WARNER	WFLD (FOX)	WCNC (NBC)
HALL	KCRG (ABC)	KGUN (ABC)	KMYS (MNT)	KROQ (CBS)	KTVN (CBS)	LIFE	BROTHERS TV	WFLI (CW)	WCOV (FOX)
HGTV	KCTV (CBS)	KGW (NBC)	KMYT (MNT)	KRXI (FOX)	KTVT (CBS)	LMN	WATE (ABC)	WFMY (NBC)	WCPO (ABC)
HI	KCWE (CW)	KHAS (NBC)	KNBC (NBC)	KSAS (FOX)	KTVX (ABC)	MGM DOMESTIC	WATL (MNT)	WFMY (CBS)	WCSC (CBS)
KABB (FOX)	KCWI (CW)	KHBS (ABC)	KNDO (NBC)	KSAT (ABC)	KTXA (IND)	TV DIST	WATM (ABC)	WFOR (CBS)	WCSH (NBC)
KABC (ABC)	KCYU (FOX)	KHGI (ABC)	KNIN (CW)	KSBN (NBC)	KTXL (FOX)	MTV	WAVE (NBC)	WFOQ (FOX)	WCTI (ABC)
	KDAF (CW)	KHNL (NBC)	KNSD (NBC)	KSBN (NBC)	KUCW (CW)	MTV2	WAVY (NBC)	WFRV (CBS)	WCTV (CBS)
						NAN	WAWS (FOX)		

Appendix 1: Television Stations Monitored

USA

WFSB (CBS)	WLFL (CW)	WNUV (CW)	WINK (CBS)	WQAD (ABC)	WTEV (CBS)	WUSA (CBS)	WZDX (FOX)
WFTC (MNT)	WLKY (CBS)	WNWO (NBC)	WIS (NBC)	WRAL (CBS)	WTGS (FOX)	WUTB (MNT)	WZTV (FOX)
WFTS (ABC)	WLMT (CW)	WNYO (MNT)	WISC (CBS)	WRAZ (FOX)	WTIC (FOX)	WUTV (FOX)	WZVN (ABC)
WFTV (ABC)	WLNE (ABC)	WNY5 (MNT)	WISE (NBC)	WRBU (MNT)	WTKR (CBS)	WUXP (MNT)	WZZM (ABC)
WFTX (FOX)	WLNS (CBS)	WNYT (NBC)	WISH (CBS)	WRBW (MNT)	WTLH (FOX)	WVAH (FOX)	XDTV (MNT)
WFXB (FOX)	WLOS (ABC)	WNYW (FOX)	WISN (ABC)	WRC (NBC)	WTLV (NBC)	WVBT (FOX)	XERV (IND)
WFXG (FOX)	WLS (ABC)	WOAI (NBC)	WITI (FOX)	WRDC (MNT)	WTMJ (NBC)	WVEC (ABC)	XETV (CW)
WFXI (FOX)	WLTX (CBS)	WOFL (FOX)	WITN (NBC)	WRDW (CBS)	WTNH (ABC)	WVIT (NBC)	XRIO (FOX)
WFXR (FOX)	WLUK (FOX)	WOI (ABC)	WIVB (CBS)	WREG (CBS)	WTNZ (FOX)	WVLA (NBC)	
WFXT (FOX)	WLVI (CW)	WOIO (CBS)	WJAC (NBC)	WRGB (CBS)	WTOC (CBS)	WVLT (CBS)	
WGAL (NBC)	WLWC (CW)	WOLF (FOX)	WJAR (NBC)	WRGT (FOX)	WTOG (CW)	WVNY (ABC)	
WGBA (NBC)	WLWT (NBC)	WOLO (ABC)	WJBF (ABC)	WRIC (ABC)	WTOL (CBS)	WVTM (NBC)	
WGCL (CBS)	WLYH (CW)	WOOD (NBC)	WJBK (FOX)	WRLH (FOX)	WTSP (CBS)	WYTV (CW)	
WGGB (ABC)	WMAQ (NBC)	WOTV (ABC)	WJCL (ABC)	WROC (CBS)	WTTA (MNT)	WVUA (IND)	
WGHP (FOX)	WMAR (ABC)	WOWK (CBS)	WJHL (CBS)	WRSP (FOX)	WTTT (FOX)	WVUE (FOX)	
WGMB (FOX)	WMAZ (CBS)	WOWT (NBC)	WJLA (ABC)	WRTV (ABC)	WTTG (FOX)	WWCP (FOX)	
WGME (CBS)	WMBD (CBS)	WPBF (ABC)	WJRT (ABC)	WSAZ (NBC)	WTTQ (CW)	WWHO (CW)	
WGN (CW)	WMC (NBC)	WPCH (IND)	WJTC (IND)	WSB (ABC)	WTTV (CW)	WWJ (CBS)	
WGNA	WMGT (NBC)	WPCW (CW)	WJTV (CBS)	WSBK (IND)	WTV (ABC)	WWL (CBS)	
WGNO (ABC)	WMMP (MNT)	WPDE (ABC)	WJW (FOX)	WSBT (CBS)	WTVD (ABC)	WWLP (NBC)	
WGNT (CW)	WMOR (IND)	WPEC (CBS)	WJXT (IND)	WSET (ABC)	WTVF (CBS)	WWMB (CW)	
WGRZ (NBC)	WMSN (FOX)	WPGA (ABC)	WJXX (ABC)	WSFA (NBC)	WTVG (ABC)	WWMT (CBS)	
WGTV (ABC)	WMTV (NBC)	WPGH (FOX)	WJZ (CBS)	WSFL (CW)	WTVH (CBS)	WWOR (MNT)	
WGXA (FOX)	WMTW (ABC)	WPHL (MNT)	WJZY (CW)	WSHM (CBS)	WTVJ (NBC)	WWSB (ABC)	
WHAM (ABC)	WMUR (ABC)	WPIX (CW)	WKBD (CW)	WSIL (ABC)	WTVQ (ABC)	WWTV (CBS)	
WHAS (ABC)	WMYA (MNT)	WPLG (ABC)	WKBN (CBS)	WSJV (FOX)	WTVR (CBS)	WXCW (CW)	
WHBF (CBS)	WMYD (MNT)	WPXI (NBC)	WKBW (ABC)	WSLS (NBC)	WTVT (FOX)	WXIA (NBC)	
WHBQ (FOX)	WMYO (MNT)	WPMT (FOX)	WKCF (CW)	WSMH (FOX)	WTVW (FOX)	WXII (NBC)	
WHDH (NBC)	WMYV (MNT)	WPMY (MNT)	WKEF (ABC)	WSMV (NBC)	WTVX (CW)	WXIN (FOX)	
WHIO (CBS)	WNAB (CW)	WPRI (CBS)	WKMG (CBS)	WSPA (CBS)	WTVZ (MNT)	WXIX (FOX)	
WHIZ (NBC)	WNAC (FOX)	WPSD (NBC)	WKOW (ABC)	WSTM (NBC)	WTVX (FOX)	WXLV (ABC)	
WHNS (FOX)	WNBC (NBC)	WPSG (CW)	WKPT (ABC)	WSTR (MNT)	WTVL (ABC)	WXMI (FOX)	
WHNT (CBS)	WNCF (ABC)	WPTA (ABC)	WKRC (CBS)	WSYM (FOX)	WTVX (CW)	WXXX (FOX)	
WHO (NBC)	WNCN (NBC)	WPTV (NBC)	WKRG (CBS)	WSYR (ABC)	WUAB (MNT)	WXYZ (ABC)	
WHOI (ABC)	WNCT (CBS)	WPTY (ABC)	WKRN (ABC)	WSYT (FOX)	WUCW (CW)	WYCW (CW)	
WHP (CBS)	WNDU (NBC)	WPTZ (NBC)	WKYC (NBC)	WSYX (ABC)	WUHF (FOX)	WYFF (NBC)	
WHTM (ABC)	WNDY (MNT)	WPVI (ABC)	WKYT (CBS)	WTAE (ABC)	WUPA (CW)	WYMT (CBS)	
WIAT (CBS)	WNEM (CBS)	WPWR (MNT)	WLAJ (ABC)	WTAJ (CBS)	WUPL (MNT)	WYOU (CBS)	
WICS (ABC)	WNEP (ABC)	WPXI (NBC)	WLBT (NBC)	WTAT (FOX)	WUPV (CW)	WYTV (ABC)	
WILX (NBC)	WNOL (CW)	WPXT (CW)	WLEX (NBC)	WTEN (ABC)	WUPW (FOX)	WYZZ (FOX)	

Appendix 1: Television Stations Monitored

Canada		Mexico	Argentina	South Africa
'A' Ontario	Omni 1 Ontario (CFMT)	Channel 2	A&E - MC (CB)	Africa Magic
Bravo!	Omni 2 Ontario (CJMT)	Channel 4	America (CP)	BBC
Canal D	RDS	Channel 4	America 24 (CVN) - MC (CB)	Entertainment
Canal Vie	Series+	Channel 5	AXN - MC (CB)	BBC Lifestyle
CBC Ontario	Showcase+	Channel 7	Canal 13 (CP)	Boomerang
Citytv Ontario (CITY)	Slice	Channel 7	Canal Nueve (CP)	Cartoon Network
CMT	Space	Channel 9	Canal Siete (CP)	Channel O
Comedy+	Sportsnet Ont+	Channel 9	Cartoon Network - MC (CB)	CSN
CTV Ontario	SRC	Channel 13	Crónica TV - MC (CB)	El Ent
Discovery	Star!		Discovery Channel - MC (CB)	e-TV
El Ontario (CHCH)	SUN TV Ontario (CKXT)		Discovery Kids - MC (CB)	GO
Food Network	Teletoon_Eng+		Discovery Kids - MC (CB)	Hallmark
Global Ontario (CIII)	Teletoon Fr.		Disney Channel - MC (CB)	K All Day
HGTV	TQ		Disney XD (Jetix) - MC (CB)	KykNET
Historia	TQS		El - Entertainment - MC (CB)	MK
History+	TSN+		ESPN - MC (CB)	M-Net
MuchMoreMusic	TVA		Fox Channel - MC (CB)	M-Net Action
MuchMusic	Tvtrropolis+		Fox Sports - MC (CB)	M-Net Movies1
MusiMax	Vision		FX - MC (CB)	M-Net Movies2
MusiquePlus	VRAK		I-Sat - MC (CB)	M-Net Series
	W Network+		MTV Latino - MC (CB)	M-Net Stars
	Weather		Much Music - MC (CB)	MTV
	WUTV		National Geographic - MC (CB)	MTV Base
	YTV+		Nickelodeon - MC (CB)	SABC1
	Z-tele		SONY Entertainment - MC (CB)	SABC2
			Space - MC (CB)	SABC3
			T y C Sports - MC (CB)	Station
			Telefe (CP)	Style Network
			TN - MC (CB)	SuperSport 1
			TNT - MC (CB)	SuperSport 2
			Warner Channel - MC (CB)	SuperSport 3

Appendix 1: Television Stations Monitored

Russia

2X2
 TTV
 DOMASHNY
 DTV
 MTV
 MUZ TV
 NTV
 PERVY KANAL
 PETERSBURG-5 KANAL
 REN-TV
 ROSSIYA
 SPORT
 STS
 TNT
 TV TSENTR
 TV-3
 ZVEZDA

Ukraine

INTER;
 1+1;
 FIRST NATIONAL;
 ENTER;
 ENTER FILM; E
 RA;
 ICTV;
 O
 DTRK;
 M1;
 NEW CHANNEL;
 STB;
 UT2;
 RTR PLANET;
 MEGASPORT;
 RU MUSIC;
 24 CHANNEL;
 KRT;
 11 CHANNEL(Dnepr.);
 RTVi;
 FIRST BUSINESS;
 NEWS ONE;
 MENU-TV;
 DETSKIY MIR;

MAXXI-TV;
 CITI;
 TRK KYIV;
 MTV Ukraine;
 NASHE KINO;
 5 CHANNEL;
 NTV MIR;
 CHANNEL 1 Rus;
 O-TV;
 SIMON (Kharkov);
 TET;
 TONIS;
 TV21;
 NTN;
 CHANNEL UKRAINE;
 K1;
 K2;
 KINO;

China

China Business Network
 Dragon TV
 East Movie Channel
 SHA Education TV (Channel 26)
 Shanghai Oriental TV Arts Humanities Channel
 Shanghai Oriental TV Entertainment Channel
 Shanghai Oriental TV HaHa Children
 Shanghai Toonmax TV
 Shanghai TV Documentary Channel
 Shanghai TV Great Sports Channel
 Shanghai TV International
 Shanghai TV News Channel
 Shanghai TV TV Drama Channel
 Shanghai TV Young Channel

Appendix 1: Television Stations Monitored

India

9X	ETV Marathi	MTV	Star Plus	Zee Cafe
9X M	ETV2 Telugu News	Music India	Star Pravah	Zee Cinema
Aaj Tak	Fox History & Entertainment		Star Sports	Zee Kannada
Aakaash (Bangla)	Gemini TV	National Geographic Channel	Star Utsav	Zee Marathi
Amrita TV	HBO	NDTV 24x7	Star World	Zee News
Asianet	Hungama TV	NDTV Good Times	Sun Music	Zee Studio
Asianet Plus	IBN 7	NDTV Imagine	Sun TV	Zee Talkies
AXN	Imagine Showbiz	NDTV India	Surya TV	Zee Telugu
Bindass	Jaya Max	Nickelodeon	Suvarna	Zee TV
Bindass Movies	Jaya TV	OTV	Teja TV	Zing
Cartoon Network	Jetix	PIX	Ten Sports	Zoom
Channel 8	Kairali	POGO	Times Now	
Channel V	Kalaigana TV	Raj Digital Plus	TV5 Telugu News	
Chutti TV	KTV	Raj Musix	Udava Movies	
CNN IBN	Lee Music	Raj TV	Udava TV	
Colors	Maa Music	SAB	Udava Varthegalu	
DD Bhopal	Maa Telugu	Sahara One	UTV Movies	
DD Delhi	MAX	Sangeet Bangla	VH1	
DD Punjabi	Mega TV	Siripoli	Vijay TV	
DD1	MH1	Sony Entertainment TV	World Movies	
DD10 Sahyadri (Marathi)	Mi Marathi	SS Music	Zee 24 Taas	
DD11 Gujarati		Star Ananda	Zee Bangla	
DD13 Assamese/North East Services		Star Gold		
DD16 Lucknow		Star Jalsha		
DD4 Malayalam		Star Majha		
DD6 Oriya		Star Movies		
DD7 Bangla		Star News		
DD8 Telugu		Star One		
DD9 Chandana (Kannada)				
Discovery				
Discovery Travel & Living				
Disney Channel				
Eenadu TV				
ESPN				
ETC				
ETC Punjabi				
ETV Bangla				
ETV Gujarati				
ETV Kannada				

Thailand

CH11
CH3
CH5
CH7
CH9

Indonesia

ANTV
GTV
OCHNL
RCTI
SCTV
TPI
TRANS
TRANS7

New Zealand

TV2
[TVOne](#)
TV3
C4
the BOX
PRIME
SKY Sport 2
SKY Sport 1
SKY Movies 1
SKY Movies Great

Appendix 2: Print Titles Monitored

USA

Boys' Life
 Discovery Girls
 Highlights for Children
 Jack and Jill
 Lego Magazine
 Nickelodeon Magazine
 The Open Road for Boys
 Ranger Rick
 Sports Illustrated for Kids
 Stone Soup

South Africa

Barbie Magazine
 Boyz
 Bratz Magazine
 Camp Rock
 Disney and Me
 Disney High School Musical
 Envirokids
 Foschini Kids SuperClub Magazine
 Hannah Montana
 Hoezit!
 MiniMag
 National Geographic Kids
 Noddy Magazine
 Play On
 Playhouse Disney
 Primary News: Durban
 Princess
 Prinses

China

Children Fun --Kaku Cartoon
 Blue cat global adventure
 Mickey mouse
 Garden Baby
 Children Fun—Barbie

New Zealand

Girlfriend
 Dolly NZ

There was no children's titles data available in the following markets: Canada, Mexico, Argentina, Russia, Ukraine, India, Thailand, & Indonesia. Accenture has gone out and purchased children's magazines available from the local newsstands for a spot check. The findings across most markets were that children's magazines were mostly comics which did not have advertising in them.

Appendix 3: Websites Monitored

Site Name

nickjr.com
myyearbook.com
funbrain.com
everythinggirl.com
girlsgogames.com
neopets.com
noggin.com
primarygames.com
fupa.com
coolmath-games.com
netlog.com
teletoon.com
zylom.com
stardoll.com
ados.fr
jeux.fr
barbie-
dressupgames.com
crawler.com
imagechef.com
hitentertainment.com
dressupgirl.net

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