



*High performance. Delivered.*

2011 Compliance Monitoring Report  
For the International Food & Beverage Alliance

On Global Advertising on Television, Print and Internet

March 2012

• Consulting • Technology • Outsourcing

## Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Overall Methodology</b>	<b>4</b>
<b>Summary of Key Results</b>	<b>5</b>
<b>Television Compliance Monitoring 2011</b>	<b>7</b>
○ <b>Methodology</b>	<b>7</b>
○ <b>Results</b>	<b>8</b>
<b>Measuring Change: Trends in IFBA Member Companies' TV Advertising</b>	<b>9</b>
<b>Print Compliance Monitoring 2011</b>	<b>10</b>
○ <b>Methodology</b>	<b>10</b>
○ <b>Results</b>	<b>10</b>
<b>Internet Compliance Monitoring 2011</b>	<b>11</b>
○ <b>Methodology</b>	<b>11</b>
○ <b>Results</b>	<b>11</b>
<b>Appendices</b>	<b>12</b>
○ <b>Appendix 1: Television Channels Monitored</b>	<b>12</b>
○ <b>Appendix 2: Print Titles Monitored</b>	<b>26</b>
○ <b>Appendix 3: Websites Monitored</b>	<b>27</b>

## Introduction

Accenture Media Management has been commissioned by the International Food & Beverage Alliance (IFBA) to produce this report on behalf of its members:

The Coca-Cola Company, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Kraft Foods, Mars, Nestlé, PepsiCo and Unilever.

IFBA is a group of leading food and non-alcoholic beverage companies with a global presence who share a common goal of helping consumers in all nations achieve balanced diets and active, healthy lifestyles. In May 2008, they committed to five actions in support of the World Health Organization's 2004 *Global Strategy on Diet, Physical Activity and Health*, including a commitment to extend their existing policies on responsible advertising and marketing to children, globally.<sup>1</sup> In practice, this means changing the way they advertise to children so as to emphasize better-for-you choices and promote physical activity. IFBA members also committed to third-party monitoring of the implementation of this commitment globally.

In September 2011, IFBA engaged us to monitor its members' compliance in television, print and internet advertising with their stated global marketing and advertising to children policy:

IFBA members have committed to only advertise products to children under 12 years of age that meet specific nutritional criteria based on accepted national and international evidence and/or applicable national and international dietary guidelines; or to not advertise products to children under 12 years at all. For the purpose of this initiative, "advertising to children under 12 years" means advertising in child-directed media where 50% or more of the audience is under 12 years.

At the end of 2011, IFBA enhanced its global policy on marketing and advertising to children. Advertising to children under 12 years of age is now defined as advertising on media where 35% or more of the audience is under the age of 12. IFBA member companies have begun the transition to the new policy and will strive to be fully compliant worldwide by the end of 2012. Third-party monitoring exercises, similar to this one, will measure against this new enhanced policy beginning in 2013.

In 2009 and 2010 we conducted similar monitoring exercises. This report presents both the 2011 results and a comparison of the results with 2009 and 2010.

For more information, please contact: James Boulton at [James.Boulton@accenture.com](mailto:James.Boulton@accenture.com)

---

<sup>1</sup> For more information, please see <https://www.ifballiance.org/>

## Overall Methodology

We independently monitored ten markets for television advertising, seven markets for print advertising and seven markets for internet advertising. We conducted the monitoring exercise as a random sample of the companies' advertisements.

All the media research data analyzed in order to produce this report was gained from sources independent of IFBA companies and their associated media agencies. Accenture chose the period to be monitored after the advertising had already been purchased by the companies.<sup>2</sup>

To monitor compliance with television advertising, we:

- Examined all advertising spots<sup>3</sup> for products marketed by IFBA members aired in the selected markets over a three-month period in 2011;
- Reviewed those spots for products not meeting nutritional criteria for advertising to children against product lists supplied by IFBA members;
- Included all spots for companies that do not advertise any of their products to children under 12;
- Analysed audience composition at the time of broadcast in order to identify those spots aired when the majority of the audience was composed of children under 12 years of age<sup>4</sup>; and counted these spots as non-compliant with the IFBA policy.

For print advertising, we identified all print publications targeting children under 12 years of age in the selected markets, and reviewed each of these to determine if any of these contained any advertising by IFBA members.

There is no reliable demographic audience data for many websites. Therefore, we developed a sample list of child-targeted websites for the selected markets, and performed a manual check during a three-week period on each website to assess compliance.

---

<sup>2</sup> Grupo Bimbo's activities are covered for the first time in this report, since the IFBA commitment became applicable to the company in August 2010, after the 2009 and 2010 monitoring periods. In the case of Ferrero, only Australia, Brazil and Mexico were monitored in 2011 as the IFBA commitments did not become fully applicable to Ferrero in other markets until 1 January 2012. For PepsiCo, the monitoring covered for the first time both beverages and snack foods, as the commitment became applicable to PepsiCo' snacks portfolio in January 2011. For Mars, the 2011 monitoring excluded Wrigley products as the commitment did not apply to them until 1 January 2012. For Kraft Foods, the 2011 monitoring excluded Cadbury products as the commitment did not apply to them until 1 January 2012.

<sup>3</sup> Spot means each individual advertising activity, i.e. the airtime used by the advertiser.

<sup>4</sup> In India and Thailand the age threshold in the data analysed by Accenture was under 14 years of age instead of 12 years. This is because that is the demographic segment used by data providers and available to media agencies in those countries.

## Summary of Key Results

### A. 2011 Compliance Rates

#### **Television: overall compliance rate is 97.6%**

This result is based on the review of more than one million food and non-alcoholic beverage advertising spots (1,194,101) promoting products by IFBA members broadcast in Australia, Brazil, China (Guangzhou region), India, Mexico, New Zealand, Russia, South Africa, Thailand and Ukraine during the monitoring period. Instances of non-compliance represent all spots for products not meeting IFBA members' nutritional criteria aired at a time when the reported audience share of children under the age of 12 exceeded 50%.

28,812 instances of non-compliance were identified. Of these, almost all (28,737) were spots aired at night time (21:00-05:00) or spots with less than 1 Gross Rating Point (GRP)<sup>5</sup>. Statistical anomalies may occur when looking at spots with such a low sample. For such spots, any slight changes in the audience can lead to large swings in the percentage of demographic audience split. Though the profile can show a majority child audience share these programs tend not to be directed at children. Nonetheless, these spots were considered to be non-compliant.

#### **Print: overall compliance rate is 100%**

Over 40 publications were identified in the seven markets monitored (Australia, Brazil, China, India, New Zealand, Russia and South Africa) as targeting children under 12 years of age. We did not find any advertisements in any of these publications that promoted IFBA member companies' products.

#### **Internet: overall compliance rate is 100%**

Almost 100 websites targeted at children under 12 years of age were identified in the seven markets monitored (Australia, Brazil, China, India, New Zealand, Russia and South Africa). We did not find any non-compliant advertisements for IFBA member companies' products on any of these websites.

---

<sup>5</sup> Gross Rating Points (GRPs) measure the size of an audience reached by a specific media vehicle or schedule. The small audience size means that the reported audience share data is statistically not reliable. Audience data can be skewed if even very few viewers that are part of the measurement panel misreport their viewing (e.g. reporting a child under 12 years of age watching instead of an adult in a given household).

## **B. Comparison with 2009 Results**

In 2009, the compliance monitoring exercise was conducted in Argentina, Canada, China (Shanghai region), India, Indonesia, Mexico, New Zealand, Russia, South Africa, Thailand, Ukraine and the U.S.A.

In 2010, we monitored four new markets - Chile, China (Beijing region instead of Shanghai), the Kingdom of Saudi Arabia and the Philippines – and we repeated compliance monitoring in four markets to obtain a comparison – India, Mexico, Russia and South Africa.

In 2011 we added three new markets - Australia, Brazil, China (Guangzhou region) – and we repeated compliance monitoring in several markets covered in 2009 and/or 2010 - India, Mexico, New Zealand, Russia, South Africa, Thailand and Ukraine.

Since 2009, the television advertising compliance rate has been above 93% for all markets. Overall variances among countries monitored are marginal. (See *Fig. 2 on page 9*). The overall television advertising compliance rate was 98.17% in 2009; 96% in 2010 and 97.6% in 2011. The print and internet advertising compliance rate was at 100% in all three years. (See *results on pages 10 and 11*).

## Television Compliance Monitoring 2011

### **Methodology**

- For the purposes of this verification, ten sample markets were chosen: Australia, Brazil, China (Guangzhou region), India, Mexico, New Zealand, Russia, South Africa, Thailand and Ukraine. *(See Appendix 1 for a list of television channels monitored)*
- All spots by IFBA member companies aired in the ten markets from 1 April to 30 June 2011 were collected. Total sample size: 1,194,101 spots.
- Spots for products that do not meet IFBA companies' nutritional criteria, where applicable (some member companies do not advertise any products to children under 12 years of age), were identified on the basis of product lists supplied by companies.
- Audience composition at the time each spot was aired was analysed on the basis of national ratings data. This allowed us to identify advertisements aired in and between programmes with an audience in which the majority were children under 12 years of age.<sup>6</sup>
- All spots for products that IFBA member companies have committed not to advertise to children under 12 years of age, aired at times when the audience was composed of a majority of children under 12 years of age, were deemed non-compliant.

---

<sup>6</sup> In India and Thailand the age threshold data analysed by Accenture was under 14 years of age instead of 12 years. *(See footnote 4)*

## Results

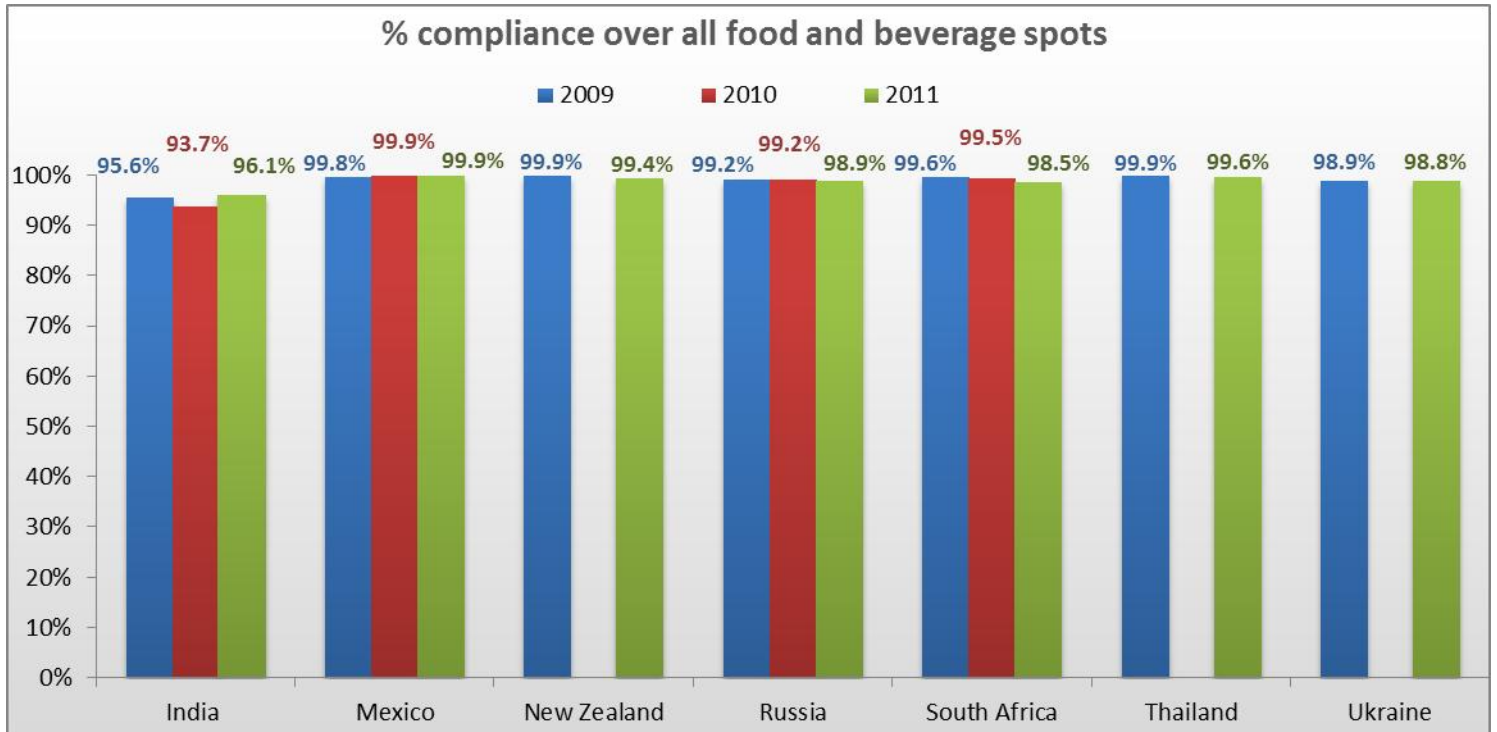
**Fig. 1: Television - Overall 2011 Compliance Results (All spots included)**





## Measuring Change: Trends in IFBA Member Companies' Television Advertising

Fig. 2: 2009 & 2010 vs. 2011 Compliance Results (All Spots)



Compliance rates between 2009 and 2011 are stable for all countries, displaying only marginal variations from year-to-year.

## Print Compliance Monitoring

### Methodology

- As age-specific readership data for children's print titles is not available, Accenture prepared a list of children's titles in each of the seven monitored markets - Australia, Brazil, China, India, New Zealand, Russia and South Africa - on the basis of national genre classifications used in the media industry. (See Appendix 2 for a list of the monitored print titles)
- Accenture purchased children's magazines available from 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.
- Using advertising data from national monitoring agencies (databases of all advertisements placed in print titles), Accenture reviewed these publications for advertisements for products that IFBA member companies have committed not to advertise to children under 12 years of age.
- Any advertisement for such products in any of these titles was deemed non-compliant.

### Results

**Print Advertising: All markets were 100% Compliant: Australia, Brazil, China, India, New Zealand, Russia and South Africa.**

## Internet Compliance Monitoring

### Methodology

- A list of children's websites in each of the seven markets monitored - Australia, Brazil, China, India, New Zealand, Russia and South Africa - was selected by Accenture's local offices to represent a sample of child-oriented websites. (See Appendix 3 for a list of the monitored websites)
- The websites were accessed over a period of three weeks during the second half of 2011 to check for advertising for IFBA member companies' products not meeting set nutritional criteria.
- Any advertisement for such products on any of these websites was deemed non-compliant.

### Results

**Internet Advertising: All markets were 100% Compliant: Australia, Brazil, China, India, New Zealand, Russia and South Africa.**

## Appendix 1: Television Channels Monitored

### Australia (600+ channels)

#### Metro channels:

ABC1 Sydney  
 ABC2 Sydney  
 ABC3 Sydney  
 ABC News 24 Sydney  
 ATN7 Sydney  
 7TWO Sydney  
 7mate Sydney  
 TCN9 Sydney  
 GO! Sydney  
 Gem Sydney  
 TEN10 Sydney  
 ONE Sydney  
 ELEVEN Sydney  
 SBS ONE Sydney  
 SBS TWO Sydney  
 ABC1 Melbourne  
 ABC2 Melbourne  
 ABC3 Melbourne  
 ABC News 24 Melbourne  
 HSV7 Melbourne  
 7TWO Melbourne  
 7mate Melbourne  
 GTV9 Melbourne  
 GO! Melbourne  
 Gem Melbourne  
 ATV10 Melbourne  
 ONE Melbourne  
 ELEVEN Melbourne  
 SBS ONE Melbourne  
 SBS TWO Melbourne  
 ABC1 Brisbane  
 ABC2 Brisbane  
 ABC3 Brisbane  
 ABC News 24 Brisbane  
 BTQ7 Brisbane  
 7TWO Brisbane  
 7mate Brisbane  
 QTQ9 Brisbane  
 GO! Brisbane  
 Gem Brisbane

TVQ10 Brisbane  
 ONE Brisbane  
 ELEVEN Brisbane  
 SBS ONE Brisbane  
 SBS TWO Brisbane  
 ABC1 Adelaide  
 ABC2 Adelaide  
 ABC3 Adelaide  
 ABC News 24 Adelaide  
 SAS7 Adelaide  
 7TWO Adelaide  
 7mate Adelaide  
 NWS9 Adelaide  
 GO! Adelaide  
 Gem Adelaide  
 ADS10 Adelaide  
 ONE Adelaide  
 ELEVEN Adelaide  
 SBS ONE Adelaide  
 SBS TWO Adelaide  
 ABC1 Perth  
 ABC2 Perth  
 ABC3 Perth  
 ABC News 24 Perth  
 TVW7 Perth  
 7TWO Perth  
 7mate Perth  
 STW9 Perth  
 GO! Perth  
 Gem Perth  
 NEW10 Perth  
 ONE Perth  
 ELEVEN Perth  
 SBS ONE Perth  
 SBS TWO Perth  
 WIN Spill-in Sydney  
 NEN Prime Spill-in Sydney  
 7TWO NEN Spill-in Sydney  
 7mate NEN Spill-in Sydney  
 7TWO CBN Spill-in Sydney  
 7mate CBN Spill-in Sydney  
 NBN Spill-in Sydney  
 GO! NBN Spill-in Sydney

GO! WIN Spill-in Sydney  
 Gem NBN Spill-in Sydney  
 Gem WIN Spill-in Sydney  
 CBN Prime Spill-in Sydney  
 CTC SthnX Spill-in Sydney  
 ONE CTC Spill-in Sydney  
 ELEVEN CTC Spill-in Sydney  
 NRN SthnX Spill-in Sydney  
 ONE NRN Spill-in Sydney  
 ELEVEN NRN Spill-in Sydney  
 GLV SthnX Spill-in Melbourne  
 BCV SthnX Spill-in Melbourne  
 GO! VTV Spill-in Melbourne  
 Gem VTV Spill-in Melbourne  
 AMV Prime Spill-in Melbourne  
 PTV Prime Spill-in Melbourne  
 7TWO AMV Spill-in Melbourne  
 7mate AMV Spill-in Melbourne  
 VTV WIN Spill-in Melbourne  
 STV WIN Spill-in Melbourne  
 SES WIN Spill-in Melbourne  
 ONE GLV Spill-in Melbourne  
 ELEVEN GLV Spill-in Melbourne  
 STQ Spill-in Brisbane  
 7TWO STQ Spill-in Brisbane  
 7mate STQ Spill-in Brisbane  
 TNQ SthnX Spill-in Brisbane  
 ONE TNQ Spill-in Brisbane  
 ELEVEN TNQ Spill-in Brisbane  
 NRN Spill-in Brisbane  
 ONE NRN Spill-in Brisbane  
 ELEVEN NRN Spill-in Brisbane  
 NEN Prime Spill-in Brisbane  
 7TWO NEN Spill-in Brisbane  
 RTQ WIN Spill-in Brisbane  
 7mate NEN Spill-in Brisbane  
 GO! RTQ Spill-in Brisbane  
 Gem RTQ Spill-in Brisbane  
 GO! NBN Spill-in Brisbane  
 Gem NBN Spill-in Brisbane  
 NBN Spill-in Brisbane  
 QQQ Spill-in Adelaide  
 RTS WIN Spill-in Adelaide  
 SES WIN Spill-in Adelaide  
 GTS Spill-in Adelaide  
 IMP Spill-in Adelaide  
 SSW Prime Spill-in Perth  
 WAW Prime Spill-in Perth  
 VEW Prime Spill-in Perth  
 GTW Prime Spill-in Perth  
 WOW WIN Spill-in Perth  
 Other FTA  
 Community Channel  
 Sydney 111 HITS  
 Sydney 111 HITS2  
 Sydney 13TH STREET  
 Sydney 13TH STREET+2  
 Sydney Animal Planet  
 Sydney ARENA  
 Sydney ARENA+2  
 Sydney Aurora Community Channel  
 Sydney BBC Knowledge  
 Sydney BBC WORLD NEWS  
 Sydney Bio.  
 Sydney Boomerang  
 Sydney Cartoon Network  
 Sydney CBeebies  
 Sydney Channel [V]  
 Sydney CNBC  
 Sydney COMEDY CHANNEL  
 Sydney COMEDY CHANNEL+2  
 Sydney Crime & Investigation  
 Sydney Discovery Channel  
 Sydney Discovery Channel+2  
 Sydney Discovery Home & Health  
 Sydney Discovery Science  
 Sydney Discovery Turbo MAX  
 Sydney Discovery Turbo MAX+2  
 Sydney Disney Channel  
 Sydney Disney Junior  
 Sydney E!  
 Sydney ESPN  
 Sydney ESPN2  
 Sydney FMC - Family Movie Channe  
 Sydney FOX Classics  
 Sydney FOX Classics+2  
 Sydney FOX Footy  
 Sydney FOX SPORTS 1  
 Sydney FOX SPORTS 2  
 Sydney FOX SPORTS 3  
 Sydney FOX SPORTS News  
 Sydney FOX8

Sydney FOX8+2	Sydney The Style Network
Sydney FUEL TV	Sydney The Weather Channel
Sydney History Channel	Sydney TLC
Sydney HOW TO Channel	Sydney TLC+2
Sydney KidsCo	Sydney TV1
Sydney LifeStyle Channel	Sydney TV1+2
Sydney LifeStyle Channel+2	Sydney TVN
Sydney LifeStyle FOOD	Sydney UKTV
Sydney LifeStyle FOOD+2	Sydney UKTV+2
Sydney LifeStyle HOME	Sydney UNIVERSAL
Sydney LifeStyle YOU	Sydney [V] HITS
Sydney LifeStyle YOU+2	Sydney W
Sydney MAX	Sydney W2
Sydney MOVIE EXTRA	Sydney WORLD MOVIES Channel
Sydney MOVIE GREATS	Sydney Other Subscription TV
Sydney MOVIE ONE	Melbourne 111 HITS
Sydney MOVIE TWO	Melbourne 111 HITS2
Sydney MTV	Melbourne 13TH STREET
Sydney MTV Classic	Melbourne 13TH STREET+2
Sydney MTV Hits	Melbourne Animal Planet
Sydney Nat Geo Adventure	Melbourne ARENA
Sydney Nat Geo Adventure+2	Melbourne ARENA+2
Sydney Nat Geo Wild	Melbourne Aurora Community Chann
Sydney National Geographic	Melbourne BBC Knowledge
Sydney National Geographic+2	Melbourne BBC WORLD NEWS
Sydney Nick Jr.	Melbourne Bio.
Sydney Nickelodeon	Melbourne Boomerang
Sydney Ovation	Melbourne Cartoon Network
Sydney SCI FI	Melbourne CBeebies
Sydney SCI FI+2	Melbourne Channel [V]
Sydney showcase	Melbourne CNBC
Sydney showcase+2	Melbourne COMEDY CHANNEL
Sydney showtime action	Melbourne COMEDY CHANNEL+2
Sydney showtime comedy	Melbourne Crime & Investigation
Sydney showtime drama	Melbourne Discovery Channel
Sydney showtime Greats	Melbourne Discovery Channel+2
Sydney showtime premiere	Melbourne Discovery Home & Healt
Sydney showtime premiere 2	Melbourne Discovery Science
Sydney SKY NEWS	Melbourne Discovery Turbo MAX
Sydney SKY NEWS BUSINESS	Melbourne Discovery Turbo MAX+2
Sydney Sky Racing	Melbourne Disney Channel
Sydney Sky Racing World	Melbourne Disney Junior
Sydney SPEED	Melbourne E!
Sydney STARPICS 1	Melbourne ESPN
Sydney STARPICS 2	Melbourne ESPN2
Sydney STVDIO	Melbourne FMC - Family Movie Cha

Melbourne FOX Classics	Melbourne SKY NEWS
Melbourne FOX Classics+2	Melbourne SKY NEWS BUSINESS
Melbourne FOX Footy	Melbourne Sky Racing
Melbourne FOX SPORTS 1	Melbourne Sky Racing World
Melbourne FOX SPORTS 2	Melbourne SPEED
Melbourne FOX SPORTS 3	Melbourne STARPICS 1
Melbourne FOX SPORTS News	Melbourne STARPICS 2
Melbourne FOX8	Melbourne STVDIO
Melbourne FOX8+2	Melbourne The Style Network
Melbourne FUEL TV	Melbourne The Weather Channel
Melbourne History Channel	Melbourne TLC
Melbourne HOW TO Channel	Melbourne TLC+2
Melbourne KidsCo	Melbourne TV1
Melbourne LifeStyle Channel	Melbourne TV1+2
Melbourne LifeStyle Channel+2	Melbourne TVN
Melbourne LifeStyle FOOD	Melbourne UKTV
Melbourne LifeStyle FOOD+2	Melbourne UKTV+2
Melbourne LifeStyle HOME	Melbourne UNIVERSAL
Melbourne LifeStyle YOU	Melbourne [V] HITS
Melbourne LifeStyle YOU+2	Melbourne W
Melbourne MAX	Melbourne W2
Melbourne MOVIE EXTRA	Melbourne WORLD MOVIES Channel
Melbourne MOVIE GREATS	Melbourne Other Subscription TV
Melbourne MOVIE ONE	Brisbane 111 HITS
Melbourne MOVIE TWO	Brisbane 111 HITS2
Melbourne MTV	Brisbane 13TH STREET
Melbourne MTV Classic	Brisbane 13TH STREET+2
Melbourne MTV Hits	Brisbane Animal Planet
Melbourne Nat Geo Adventure	Brisbane ARENA
Melbourne Nat Geo Adventure+2	Brisbane ARENA+2
Melbourne Nat Geo Wild	Brisbane Aurora Community Channe
Melbourne National Geographic	Brisbane BBC Knowledge
Melbourne National Geographic+2	Brisbane BBC WORLD NEWS
Melbourne Nick Jr.	Brisbane Bio.
Melbourne Nickelodeon	Brisbane Boomerang
Melbourne Ovation	Brisbane Cartoon Network
Melbourne SCI FI	Brisbane CBeebies
Melbourne SCI FI+2	Brisbane Channel [V]
Melbourne showcase	Brisbane CNBC
Melbourne showcase+2	Brisbane COMEDY CHANNEL
Melbourne showtime action	Brisbane COMEDY CHANNEL+2
Melbourne showtime comedy	Brisbane Crime & Investigation
Melbourne showtime drama	Brisbane Discovery Channel
Melbourne showtime Greats	Brisbane Discovery Channel+2
Melbourne showtime premiere	Brisbane Discovery Home & Health
Melbourne showtime premiere 2	Brisbane Discovery Science

Brisbane Discovery Turbo MAX	Brisbane showcase
Brisbane Discovery Turbo MAX+2	Brisbane showcase+2
Brisbane Disney Channel	Brisbane showtime action
Brisbane Disney Junior	Brisbane showtime comedy
Brisbane E!	Brisbane showtime drama
Brisbane ESPN	Brisbane showtime Greats
Brisbane ESPN2	Brisbane showtime premiere
Brisbane FMC - Family Movie Channel	Brisbane showtime premiere 2
Brisbane FOX Classics	Brisbane SKY NEWS
Brisbane FOX Classics+2	Brisbane SKY NEWS BUSINESS
Brisbane FOX Footy	Brisbane Sky Racing
Brisbane FOX SPORTS 1	Brisbane Sky Racing World
Brisbane FOX SPORTS 2	Brisbane SPEED
Brisbane FOX SPORTS 3	Brisbane STARPICS 1
Brisbane FOX SPORTS News	Brisbane STARPICS 2
Brisbane FOX8	Brisbane STVDIO
Brisbane FOX8+2	Brisbane The Style Network
Brisbane FUEL TV	Brisbane The Weather Channel
Brisbane History Channel	Brisbane TLC
Brisbane HOW TO Channel	Brisbane TLC+2
Brisbane KidsCo	Brisbane TV1
Brisbane LifeStyle Channel	Brisbane TV1+2
Brisbane LifeStyle Channel+2	Brisbane TVN
Brisbane LifeStyle FOOD	Brisbane UKTV
Brisbane LifeStyle FOOD+2	Brisbane UKTV+2
Brisbane LifeStyle HOME	Brisbane UNIVERSAL
Brisbane LifeStyle YOU	Brisbane [V] HITS
Brisbane LifeStyle YOU+2	Brisbane W
Brisbane MAX	Brisbane W2
Brisbane MOVIE EXTRA	Brisbane WORLD MOVIES Channel
Brisbane MOVIE GREATS	Brisbane Other Subscription TV
Brisbane MOVIE ONE	Adelaide 111 HITS
Brisbane MOVIE TWO	Adelaide 111 HITS2
Brisbane MTV	Adelaide 13TH STREET
Brisbane MTV Classic	Adelaide 13TH STREET+2
Brisbane MTV Hits	Adelaide Animal Planet
Brisbane Nat Geo Adventure	Adelaide ARENA
Brisbane Nat Geo Adventure+2	Adelaide ARENA+2
Brisbane Nat Geo Wild	Adelaide Aurora Community Channel
Brisbane National Geographic	Adelaide BBC Knowledge
Brisbane National Geographic+2	Adelaide BBC WORLD NEWS
Brisbane Nick Jr.	Adelaide Bio.
Brisbane Nickelodeon	Adelaide Boomerang
Brisbane Ovation	Adelaide Cartoon Network
Brisbane SCI FI	Adelaide CBeebies
Brisbane SCI FI+2	Adelaide Channel [V]



Adelaide CNBC	Adelaide Nat Geo Wild
Adelaide COMEDY CHANNEL	Adelaide National Geographic
Adelaide COMEDY CHANNEL+2	Adelaide National Geographic+2
Adelaide Crime & Investigation	Adelaide Nick Jr.
Adelaide Discovery Channel	Adelaide Nickelodeon
Adelaide Discovery Channel+2	Adelaide Ovation
Adelaide Discovery Home & Health	Adelaide SCI FI
Adelaide Discovery Science	Adelaide SCI FI+2
Adelaide Discovery Turbo MAX	Adelaide showcase
Adelaide Discovery Turbo MAX+2	Adelaide showcase+2
Adelaide Disney Channel	Adelaide showtime action
Adelaide Disney Junior	Adelaide showtime comedy
Adelaide E!	Adelaide showtime drama
Adelaide ESPN	Adelaide showtime Greats
Adelaide ESPN2	Adelaide showtime premiere
Adelaide FMC - Family Movie Channel	Adelaide showtime premiere 2
Adelaide FOX Classics	Adelaide SKY NEWS
Adelaide FOX Classics+2	Adelaide SKY NEWS BUSINESS
Adelaide FOX Footy	Adelaide Sky Racing
Adelaide FOX SPORTS 1	Adelaide Sky Racing World
Adelaide FOX SPORTS 2	Adelaide SPEED
Adelaide FOX SPORTS 3	Adelaide STARPICS 1
Adelaide FOX SPORTS News	Adelaide STARPICS 2
Adelaide FOX8	Adelaide STVDIO
Adelaide FOX8+2	Adelaide The Style Network
Adelaide FUEL TV	Adelaide The Weather Channel
Adelaide History Channel	Adelaide TLC
Adelaide HOW TO Channel	Adelaide TLC+2
Adelaide KidsCo	Adelaide TV1
Adelaide LifeStyle Channel	Adelaide TV1+2
Adelaide LifeStyle Channel+2	Adelaide TVN
Adelaide LifeStyle FOOD	Adelaide UKTV
Adelaide LifeStyle FOOD+2	Adelaide UKTV+2
Adelaide LifeStyle HOME	Adelaide UNIVERSAL
Adelaide LifeStyle YOU	Adelaide [V] HITS
Adelaide LifeStyle YOU+2	Adelaide W
Adelaide MAX	Adelaide W2
Adelaide MOVIE EXTRA	Adelaide WORLD MOVIES Channel
Adelaide MOVIE GREATS	Adelaide Other Subscription TV
Adelaide MOVIE ONE	Perth 111 HITS
Adelaide MOVIE TWO	Perth 111 HITS2
Adelaide MTV	Perth 13TH STREET
Adelaide MTV Classic	Perth 13TH STREET+2
Adelaide MTV Hits	Perth Animal Planet
Adelaide Nat Geo Adventure	Perth ARENA
Adelaide Nat Geo Adventure+2	Perth ARENA+2

Perth Aurora Community Channel	Perth MOVIE GREATS
Perth BBC Knowledge	Perth MOVIE ONE
Perth BBC WORLD NEWS	Perth MOVIE TWO
Perth Bio.	Perth MTV
Perth Boomerang	Perth MTV Classic
Perth Cartoon Network	Perth MTV Hits
Perth CBeebies	Perth Nat Geo Adventure
Perth Channel [V]	Perth Nat Geo Adventure+2
Perth CNBC	Perth Nat Geo Wild
Perth COMEDY CHANNEL	Perth National Geographic
Perth COMEDY CHANNEL+2	Perth National Geographic+2
Perth Crime & Investigation	Perth Nick Jr.
Perth Discovery Channel	Perth Nickelodeon
Perth Discovery Channel+2	Perth Ovation
Perth Discovery Home & Health	Perth SCI FI
Perth Discovery Science	Perth SCI FI+2
Perth Discovery Turbo MAX	Perth showcase
Perth Discovery Turbo MAX+2	Perth showcase+2
Perth Disney Channel	Perth showtime action
Perth Disney Junior	Perth showtime comedy
Perth E!	Perth showtime drama
Perth ESPN	Perth showtime Greats
Perth ESPN2	Perth showtime premiere
Perth FMC - Family Movie Channel	Perth showtime premiere 2
Perth FOX Classics	Perth SKY NEWS
Perth FOX Classics+2	Perth SKY NEWS BUSINESS
Perth FOX Footy	Perth Sky Racing
Perth FOX SPORTS 1	Perth Sky Racing World
Perth FOX SPORTS 2	Perth SPEED
Perth FOX SPORTS 3	Perth STARPICS 1
Perth FOX SPORTS News	Perth STARPICS 2
Perth FOX8	Perth STVDIO
Perth FOX8+2	Perth The Style Network
Perth FUEL TV	Perth The Weather Channel
Perth History Channel	Perth TLC
Perth HOW TO Channel	Perth TLC+2
Perth KidsCo	Perth TV1
Perth LifeStyle Channel	Perth TV1+2
Perth LifeStyle Channel+2	Perth TVN
Perth LifeStyle FOOD	Perth UKTV
Perth LifeStyle FOOD+2	Perth UKTV+2
Perth LifeStyle HOME	Perth UNIVERSAL
Perth LifeStyle YOU	Perth [V] HITS
Perth LifeStyle YOU+2	Perth W
Perth MAX	Perth W2
Perth MOVIE EXTRA	Perth WORLD MOVIES Channel

**Brazil (45 channels)****Open TV:**

Bandeirantes

CNT

Gazeta

Globo

MTV

Record

Rede TV!

SBT

TV Cultura

**Cable TV:**

A&amp;E

AXN

Canal Brasil

Cartoon Network

Discovery Channel

Discovery Home e Health

Discovery Kids

Disney Channel

E!

ESPN Brasil

FX

Fox

Globo News

GNT

HBO

HBO 2

Max HD

Megapix

Multishow

National Geographic

Nickelodeon

Sony

Sportv

Sportv 2

Telecine Action

Telecine Cult

Telecine Fun

Telecine Touch

Telecine Pipoca

Telecine Premium

The History Channel

TNT

Universal Channel

Viva

VH1

Warner

**China (26 channels)**

Guangdong Satellite

Guangdong TV Zhujiang Channel

Guangdong TV Sports Channel

Guangdong TV Public Channel

TVS Economy Channel

TVS-2

TVS Entertainment Channel

TVS Movie &amp; Drama Channel

TVS Children Channel

Jade Channel(Chinese, Guangdong Cable)

ATV Chinese Channel(Guangdong Cable)

Phoenix Chinese Channel (Guangdong Cable)

China Entertainment TV(Guangdong Cable)

Xing Kong Wei Shi

Guangzhou TV General Channel

Guangzhou TV Competition Channel

Guangzhou TV Movies Channel

Guangzhou TV News Channel

Guangzhou TV Finance Channel

Jade Channel (Chinese, Guangzhou Cable)

ATV Chinese Channel(Guangzhou Cable)

Pearl Channel (English, Guangzhou Cable)

ATV English Channel (Guangzhou Cable)

Phoenix Chinese Channel (Guangzhou Cable)

China Entertainment TV(Guangzhou Cable)

Xing Kong Wei Shi

**India (314 channels)**

DD PUNJABI

DD1 NATIONAL

DD16 BHOJPURI (UP)

DD5 TAMIL

DD8 TELUGU

DELHI CHANNEL-I

UDAYA TV

ZEE TV

STAR PLUS

SUN TV

SURYA

SONY ENTERTAINMENT  
 ZEE NEWS  
 MTV  
 BBC WORLD NEWS  
 CARTOON NETWORK  
 CHANNEL [V]  
 STAR MOVIES  
 STAR SPORTS  
 ZEE CINEMA  
 GEMINI TV  
 ASIANET  
 RAJ TV  
 ESPN  
 VIJAY TV  
 EENADU TV (ETV TELUGU)  
 ZING  
 DD9 KANNADA  
 DD11 GUJARATI  
 DD7 BENGALI  
 DISCOVERY  
 AXN  
 DD MP  
 DD10 MARATHI  
 ETC  
 JAYA TV  
 MAX  
 STAR NEWS  
 STAR WORLD  
 CNN  
 CNBC TV 18  
 NGC  
 ZEE BANGLA  
 ZEE MARATHI  
 ZEE PUNJABI  
 E TV MARATHI  
 HBO  
 B4U MUSIC  
 E TV KANNADA  
 AAJ TAK  
 DD SPORTS  
 DD4 MALAYALAM  
 KAIRALI  
 E TV BANGLA  
 SAB TV  
 ZEE CAFÉ  
 ZEE STUDIO

ASIANET NEWS  
 STAR GOLD  
 KTV  
 SAHARA ONE  
 TEN SPORTS  
 AASTHA  
 DD14 RAJASTHAN  
 PATNA  
 ANIMAL PLANET  
 DD6 ORIYA  
 E TV GUJARATI  
 B4U MOVIES  
 ETC PUNJABI  
 SAHARA SAMAY  
 SAHARA UP  
 E TV ORIYA  
 HEADLINES TODAY  
 NDTV 24X7  
 NDTV INDIA  
 RAJ DIGITAL PLUS  
 GEMINI MOVIES  
 UDAYA MOVIES  
 DD GUWAHATI  
 MAA TV  
 AAKASH BANGLA  
 DD NEWS  
 SAHARA MP  
 SAHARA MUMBAI  
 POGO  
 STAR UTSAV  
 FOX HISTORY & ENTERTAINMENT  
 SS MUSIC  
 INDIA TV  
 ZOOM  
 HUNGAMA TV  
 MH1  
 NICKELDEON  
 DISNEY  
 DISNEY XD  
 TV9  
 NDTV PROFIT  
 TLC  
 CNBC AWAAZ  
 IBN7  
 ETV 2  
 ZEE TELUGU

TARA MUZIK	STAR CRICKET
STAR ANANDA	MH1 SHRADDHA
SAHARA NCR	MH1 NEWS
ASIANET PLUS	LIVE INDIA
ZEE SMILE	BINDASS
TEZ	NDTV GOOD TIMES
SAHARA BIHAR	KALAINAR TV
ZEE BUSINESS	KASTHURI
SUN MUSIC	ZEE TALKIES
SUN NEWS	9X M
CNN IBN	MEGA TV
TIMES NOW	WE
KIRAN TV	NEWS 24
FILMY	IMAGINE
UDAYA NEWS	WORLD MOVIES
GEMINI MUSIC	ISAIYARUVI
GEMINI NEWS	UTV MOVIES
KOLKATA TV	MANORANJAN TV
ZEE KANNADA	N TV
DILLI AAJ TAK	JAIHIND TV
AMRITA TV	SONY AATH
PIX	VISSA
E TV URDU	RAJ MUSIX
MANORAMA NEWS	IBN LOKMAT
VH1	HOME SHOP 18
E TV BIHAR	NEO CRICKET
E TV MP	NEWSX
E TV UP	BLOOMBERG UTV
E TV RAJASTHAN	MAA MUSIC
ZEE ACTION	E24
ZEE CLASSIC	SANGEET BHOJPURI
INDIAVISION	COLORS
ZEE PREMIER	MAHUA TV
O TV	TV 9 GUJARAT
NEO SPORTS	SUVARNA NEWS 24*7
UDAYA MUSIC	SAAM MARATHI
PTC NEWS	STAR JALSHA
24 GHANTA	TV 5 TELUGU
ZEE 24 TAAS	PTC PUNJABI
MI MARATHI	TARANG
CHUTTI TV	STAR PRAVAH
TV9 KANNADA	SITARA
MUSIC INDIA	LUMIERE MOVIES
SANGEET BANGLA	ZEE TAMIL
ASIANET SUVARNA	CNEB
STAR MAJHA	VANITHA

SEITHIGAL	MAHUA BANGLA
SIRIPPOLI	SADHNA NEWS (BIHAR/JHARKHAND)
TV9 MUMBAI	TEN CRICKET
WB	TARA NEWZ
PTC CHAKDE	MAHUA KHOBOR
ZEE 24 GANTALU	ACV
ADITHYA TV	JUKEBOX
JAYA MAX	ROSEBOWL
ZEE 24 GHANTE CHHATTISGARH	RANG
TARANG MUSIC	SARTHAK TV
ZEE NEWS UTTAR PRADESH	TEN ACTION PLUS
NEWS 9	LAKSHYA ENTERTAINMENT
NDTV HINDU	PEOPLE
SAKSHI TV	I NEWS
P7 NEWS	FOX CRIME
ET NOW	FX
KUSHI TV	ABN ANDHRA JYOTHY
GEMINI COMEDY	MEGA24
CHINTU TV	MEGA MUSIQ
UDAYA COMEDY	BIG CBS PRIME
MAHUA NEWS	MOVIES NOW
HM TV	STAR CJ ALIVE
VASANTH TV	ZEE KHANA KHAZANA
RUPASHI BANGLA	INDIA NEWS
MAKKAL TV	INDIA NEWS BIHAR AND
DY 365	JHARKHAND
KANAK TV	INDIA NEWS HARYANA
NEWS LIVE	MAURYA TV
POLIMER	FOODFOOD
SRI SANKARA	BBC ENTERTAINMENT
UTV ACTION	MAA MOVIES
STUDIO N	MAA JUNIOR
ZEE SALAAM	NEWS TIME ASSAM
RAJ NEWS 24*7 - TAMIL	DHOOM MUSIC
RAJ NEWS - TELUGU	TRAVEL XP
PRARTHANA	DHAMAAL
PRAGYA TV	DABANGG
NEWS TIME	JANASRI NEWS
CAPTAIN TV	BIG MAGIC
CHITHIRAM	BIG CBS LOVE
SAMAYA 24*7	T NEWS
DISCOVERY SCIENCE	CBEEBIES
DISCOVERY TURBO	ENTERR 10
MASTIII	BIG CBS SPARK
INDIA TALKIES	MBC TV
MAHAA NEWS	RAJ MUSIC KARNATAKA

JEEVAN TV  
 PRIME NEWS  
 UTV ACTION TELUGU  
 SANANDA TV  
 INDIA NEWS RAJASTHAN  
 KASHISH NEWS  
 DISCOVERY CHANNEL TAMIL  
 GET PUNJABI  
 MUSIC XPRESS  
 VISION MUSIC  
 UTV STARS  
 HIT 7  
 PUTHIYATHALAIMURAI  
 9X TASHAN  
 MIX  
 M TUNES HD  
 REPORTER  
 HISTORY TV18  
 KOCHU TV  
 9X JHAKAAS  
 MAZHAVIL MANORAMA  
 NEWS EXPRESS  
 SATHIYAM  
 KASTHURI NEWZ24  
 CARE WORLD  
 LIFE OK  
 SONIC NICKELODEON  
 R PLUS

**Mexico (12 channels)**

**National Channels:**

2  
 5  
 7  
 9 GALAVISION  
 13

**Regional Channels:**

4  
 FORO TV  
 11  
 22  
 CADENA TRES  
 34  
 40

**New Zealand (61 channels)**

TVOne , TVONE  
 TV2 , TV2  
 TV3 , TV3  
 C4 (pre 6 Feb 2011) , C4(pre6Feb11)  
 PRIME , PRIME  
 SKY Movies 1 , MOVIES1  
 SKY Sport 1 , SPORT1  
 the BOX , BOX  
 Discovery and Trackside Analogue , DIS-UHF  
 Juice TV , JUICE  
 Maori TV , MTSN  
 TV4 , TV4  
 FOUR , FOUR  
 TVOne Northern , TV1-NORTH  
 TVOne Central , TV1-CENT  
 TVOne South , TV1-SOUTH  
 TVOne Auckland , TV1-AKLD  
 TVOne Waikato , TV1-WAIK  
 TVOne Palmerston North , TV1-PALM  
 TVOne Wellington , TV1-WGTN  
 TVOne Christchurch , TV1-CHCH  
 TVOne Dunedin , TV1-DUN  
 TVOne Central (Post Jul 09) , TV1CENTRAL  
 TVOne Southern , TV1-STH  
 TVOne Southern (Post Jul 09) ,  
 TV1SOUTHERN  
 TVOne Digital , TV1-SAT  
 TV2 Auckland , TV2-AKLD  
 TV2 Waikato , TV2-WAIK  
 TV2 Palmerston North , TV2-PALM  
 TV2 Wellington , TV2-WGTN  
 TV2 Christchurch , TV2-CHCH  
 TV2 Dunedin , TV2-DUN  
 TV2 Southern , TV2-STH  
 TV2 Digital , TV2-SAT  
 TV3 Northern , TV3-NORTH  
 TV3 Waikato , TV3-WAIK  
 TV3 Central , TV3-CENT  
 TV3 Southern , TV3-SOUTH  
 TV3 Christchurch , TV3-CHCH  
 TV3 Dunedin , TV3-DUN  
 TV3 Digital , TV3-SAT  
 MTV , MTV  
 TV3 Plus 1 , TV3PLUS1  
 PRIME Auckland , PRIME-AKLD

PRIME Waikato , PRIME-WAIK  
 PRIME Wellington , PRIME-WGTN  
 PRIME Christchurch , PRIME-CHCH  
 PRIME Dunedin , PRIME-DUN  
 PRIME Digital , PRIME-SAT  
 Animal Planet , ANIMAL  
 Cartoon Network , CARTOON  
 Discovery Channel , DISCOVERY  
 63 Our Music TV , 63  
 SKY Movies 2 (Pre30Jun07) , MOVIES2  
 National Geographic , NATGEO  
 Nickelodeon , NICK  
 SKY Sport 2 , SPORT2  
 SKY Movies Great , MOVIESG  
 SKY Sport 3 , SKYS3  
 TVNZ Heartland , TVNZHEART  
 SKY Movies 2 , SKY

#### **Russia (20 channels)**

Euronews  
 MTV  
 Muz TV  
 Domashnyi  
 Zvezda  
 Disney channel  
 NTV  
 Pervyi  
 Peretz  
 5 Channel  
 Ren-TV  
 Rossia 1  
 Rossia 2  
 Rossia 24  
 Rossia K  
 Semerka  
 STS  
 TV Centr  
 TV 3  
 TNT

#### **South Africa (82 channels)**

SABC 2  
 Africa Magic  
 MK89  
 SABC 1  
 M-Net

MTV Base  
 SABC 3  
 E-TV  
 Boomerang  
 DSTV Other  
 CSN  
 E! Entertainment  
 M-Net Holiday  
 M-Net Series  
 BBC Prime  
 kykNET  
 M-Net Movies 1  
 Universal Channel (Hallmark)  
 TCM  
 M-Net Movies 2 MM2  
 SuperSport Update  
 SZONE  
 SuperSport 1/2/3/5/6  
 ESPN  
 BBC World  
 CNN News  
 Sky News  
 CNBC Africa  
 SUMMIT  
 Discovery Channel  
 Travel Channel  
 National Geographic  
 Fashion TV  
 K All Day  
 Cartoon Network  
 VH1  
 MTV  
 Channel O  
 Trace  
 BB24  
 M-Net Action  
 Zone Reality  
 SuperSport 7  
 IDOLS  
 BBC Food  
 Go  
 Animal Planet  
 History Channel  
 Disney Channel  
 Crime & Investigation  
 Al Jazeera



Home Channel  
 Sony Entertainment  
 Animax  
 M-Net Stars  
 Style Network  
 One Gospel  
 Soweto TV  
 Magic World  
 SuperSport 4  
 M-Net Extra  
 Nat Geo wild  
 ESPN Classic  
 Africa Magic Plus  
 e-News Channel  
 Nickelodian  
 BBC Entertainment  
 BBC Lifestyle  
 BBC Knowledge  
 CBEEBIES  
 Cape Town TV  
 Vuzu  
 Discovery World  
 KidsCO  
 MZANSI  
 FOOD  
 Sony Max  
 Disney XD  
 Disney Junior  
 Top TV  
 Saffron  
 DSTV Total

**Thailand (5 channels)**

CH3  
 CH5  
 CH7  
 CH9  
 NBT

**Ukraine (42 channels)**

INTER  
 1+1  
 FIRST NATIONAL/ERA  
 ENTER  
 ENTER FILM

ICTV  
 M1  
 NEW CHANNEL  
 STB  
 RTR PLANET  
 MEGA  
 RU MUSIC  
 24 CHANNEL  
 FIRST BUSINESS  
 NEWS ONE  
 MENU-TV  
 MAXXI-TV  
 STAR TV  
 M2  
 CITI  
 MUSIC BOX UA  
 TBi  
 1 AUTO  
 QTV  
 MTV Ukraine  
 5 CHANNEL  
 NTV MIR  
 CHANNEL 1 Rus  
 O-TV  
 GUMOR TV  
 TET  
 FOOTBALL  
 TONIS  
 NTN  
 CHANNEL UKRAINE  
 REAL ESTATE  
 K1  
 K2  
 2+2  
 DISCOVERY CHANNEL  
 UBR  
 MALYATKO TV

## Appendix 2: Print Titles Monitored

### Australia (2 titles)

Dolly  
Girlfriend

Vinni the Pooh and his friends  
Cars (Tachki)  
Winx club

### Brazil (10 titles)

Almanaque da Mônica  
Heróis Marvel  
Disney Princesas  
Recreio  
Pateta faz História  
Bakugan  
Pokémon  
Luluzinha  
Nintendo World  
Homem-Aranha

### South Africa (9 titles)

Barbie Magazine - Disney  
Disney and Me - Disney  
Hannah Montana - Disney  
Princess - Disney  
Cars - Disney  
The Lion King - Disney  
Hoezit!  
MiniMag  
National Geographic Kids

### China (8 titles)

Mickey mouse  
Children Fun—Barbie  
Garden Baby  
Cars  
Moore Park  
A Little Princess  
Infoprogramme little magic fairy  
Winnie the Pooh

### India (4 titles)

Champak  
Chandamama  
Nandan  
GoKulam

### New Zealand (1 title)

Kids zone

### Russia (9 titles)

Barbie  
GEOlenok  
National Geographic (junior  
traveller)  
Spanch Bob  
Murzilka  
Neposeda

## Appendix 3: Websites Monitored

### Australia (8 websites)

<http://dolly.ninemsn.com.au/>  
<http://au.youth.yahoo.com/girlfriend/>  
<http://kids.nationalgeographic.com>  
[www.kids.net.au/](http://www.kids.net.au/)  
[www.freekidstrivia.com/](http://www.freekidstrivia.com/)  
[www.nickelodeon.com.au/](http://www.nickelodeon.com.au/)  
[www.splash.net.au/kids/animations.htm](http://www.splash.net.au/kids/animations.htm)  
[www.gamearena.com.au/shop/games/browse.php/kids](http://www.gamearena.com.au/shop/games/browse.php/kids)

### Brazil (21 websites)

[criancas.uol.com.br/](http://criancas.uol.com.br/)  
[atrevidinha.uol.com.br/atrevidinha/joguim.com](http://atrevidinha.uol.com.br/atrevidinha/joguim.com)  
[home.disney.com.br](http://home.disney.com.br)  
[cartoonnetwork.com.br](http://cartoonnetwork.com.br)  
[discoverykidsbrasil.com](http://discoverykidsbrasil.com)  
[mundonick.uol.com.br](http://mundonick.uol.com.br)  
[turmachaves.com/](http://turmachaves.com/)  
[criancas.terra.com.br/](http://criancas.terra.com.br/)  
[tvglobinho.globo.com](http://tvglobinho.globo.com)  
[sbt.com.br/clubinhosbt/](http://sbt.com.br/clubinhosbt/)  
[clubelilicaripilica.com.br](http://clubelilicaripilica.com.br)  
[senninha.globo.com/](http://senninha.globo.com/)  
[recreionline.abril.com.br](http://recreionline.abril.com.br)  
[dolls.com.br](http://dolls.com.br)  
[iguinho.com.br](http://iguinho.com.br)  
[maquinadequadrinhos.com.br](http://maquinadequadrinhos.com.br)  
[mingaudigital.com.br](http://mingaudigital.com.br)  
[neopets.com](http://neopets.com)  
[br.pollypocket.com](http://br.pollypocket.com)  
[qdivertido.com.br](http://qdivertido.com.br)

### China (20 websites)

[www.61baobao.com](http://www.61baobao.com)  
[17roco.qq.com](http://17roco.qq.com)  
[www.51seer.com](http://www.51seer.com)  
[www.tom61.com](http://www.tom61.com)  
[down.dishini.com](http://down.dishini.com)  
[www.chunmiao.cn](http://www.chunmiao.cn)  
[www.060s.com](http://www.060s.com)  
[www.aobi.com](http://www.aobi.com)  
[www.beva.com](http://www.beva.com)  
[www.funshare.com.cn](http://www.funshare.com.cn)  
[www.hezi.com](http://www.hezi.com)  
[www.chinakids.net.cn](http://www.chinakids.net.cn)

[www.tongnian.com](http://www.tongnian.com)  
[www.jinmiao.cn](http://www.jinmiao.cn)  
[www.hongniba.com.cn](http://www.hongniba.com.cn)  
[www.mykaka.cn/](http://www.mykaka.cn/)  
[www.ccppg.com.cn](http://www.ccppg.com.cn)  
[www.baidudu.cn](http://www.baidudu.cn)  
[www.hongdaishu.com](http://www.hongdaishu.com)  
[www.sst.org.cn](http://www.sst.org.cn)

### India (19 websites)

[www.cartoonnetworkindia.com](http://www.cartoonnetworkindia.com)  
<http://www.pogo.tv/>  
<http://disney.in/index.jsp>  
[www.hungamatv.com/](http://www.hungamatv.com/)  
<http://kids.discovery.com/>  
<http://www.nickindia.com/>  
<http://kids.yahoo.com/>  
<http://kids.zapak.com/>  
<http://www.pitara.com/>  
<http://www.hindukids.org/>  
[www.thekidzpage.com](http://www.thekidzpage.com)  
<http://www.kidsfront.com/>  
[www.playkidsgames.com](http://www.playkidsgames.com)  
<http://www.kidsone.com/>  
<http://www.123peppy.com/>  
[www.primarygames.com](http://www.primarygames.com)  
<http://www.kidzworld.com/>  
[www.gamekidgame.com](http://www.gamekidgame.com)  
[www.kidswebindia.com](http://www.kidswebindia.com)

### New Zealand (5 websites)

[www.cartoonnetwork.co.nz/](http://www.cartoonnetwork.co.nz/)  
[www.nicknz.co.nz/](http://www.nicknz.co.nz/)  
[www.miniclip.co.nz](http://www.miniclip.co.nz)  
[www.stardoll.co.nz](http://www.stardoll.co.nz)  
 Google Display Network  
 ( large selection of very small sites within the Google display network)

### Russia (13 websites)

<http://www.webiki.ru/>  
[www.webkinz.com/ru\\_ru](http://www.webkinz.com/ru_ru)  
[www.bibigosha.ru](http://www.bibigosha.ru)  
[www.classnet.ru](http://www.classnet.ru)  
<http://tvidi.ru/>  
[www.cartoonnetwork.ru](http://www.cartoonnetwork.ru)

[www.ben10.ws/ru](http://www.ben10.ws/ru)  
[www.barbieland.ru](http://www.barbieland.ru)  
<http://gubkabob.net/>  
<http://bratzlife.ru/>  
[www.smeshariki.ru](http://www.smeshariki.ru)  
[www.winxland.ru](http://www.winxland.ru)  
[www.disney.ru](http://www.disney.ru)

**South Africa (10 websites)**

[kids.nationalgeographic.com/kids](http://kids.nationalgeographic.com/kids)  
[moshimonsters.com](http://moshimonsters.com)  
[miniclip.com/games/en/](http://miniclip.com/games/en/)  
[nick.com](http://nick.com)  
[sterkinekor.com/site.php](http://sterkinekor.com/site.php)  
[gsn.com](http://gsn.com)  
[neopets.com/](http://neopets.com/)  
[cartoonnetwork.com/](http://cartoonnetwork.com/)  
[spongebob.nick.com/](http://spongebob.nick.com/)  
[disney.co.za](http://disney.co.za)