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## **2015 Compliance Monitoring Report For the International Food & Beverage Alliance**

**On Global Advertising in Television, Print and  
Internet**

**April 2016**

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## 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, Mars, McDonald's, Mondelēz International, 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 to achieve balanced diets and 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.

For 2015, IFBA engaged Accenture 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 to media audiences with over 35% of children under 12 years.

The monitoring exercise has been on-going since 2009. This report presents the 2015 results and illustrates trends since 2009.

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

## Overall Methodology

Accenture independently monitored ten markets for television advertising, five markets for print advertising and four markets for internet advertising. We conducted the monitoring exercise as a random sample of the companies' advertisements. The exercise was carried out during 2015.

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

To monitor compliance with television advertising, Accenture:

- Examined all advertising spots<sup>2</sup> for products marketed by IFBA members aired in the selected markets;
- Reviewed those spots for products not meeting criteria for advertising to children against product lists supplied by IFBA members;
- All spots were included 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 over 35% of the audience was composed of children under 12 years of age; and<sup>3</sup>
- Counted these spots as non-compliant with the IFBA policy.

For print advertising, we isolated 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, Accenture 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.

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<sup>2</sup> Spot means each individual advertising activity, i.e. the airtime used by the advertiser.

<sup>3</sup> Please see appendices for exact age group definitions

## Summary of Key Results

### 2015 Compliance Rates

#### ***Television: overall compliance rate is 97%***

This result is based on the review of more than half a million advertising spots (718,451) promoting products by IFBA members broadcast in Brazil, China (Shanghai), Colombia, Indonesia, Malaysia, Russia, Saudi Arabia, South Africa, Thailand and UAE 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 35%.

14,561 instances of non-compliance were identified. Of these, a high proportion (13,472) were spots aired during the night (21:00-05:59) or spots with less than 1 GRP<sup>4</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 % of audience split. Though the profile can show a majority child audience share these programmes tend not to be directed at children. Nonetheless, these spots were considered to be non-compliant.

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

71 publications were identified as targeting children under 12 years of age. We did not find any advertisements among these publications that promoted products of IFBA members in the countries analysed: Brazil, China, Russia, South Africa, and Singapore.

#### ***Internet: overall compliance rate is 99.8%***

We found 2 non-compliant advertisements for products advertised by IFBA members on the websites reviewed in Brazil, China, Russia and Singapore.

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<sup>4</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).

## Television Compliance Monitoring 2015

### Methodology

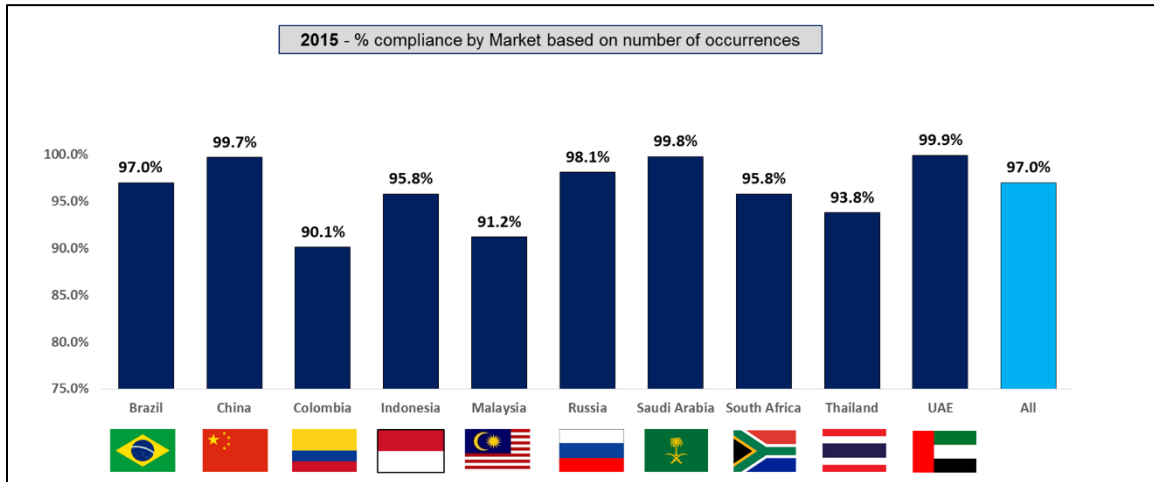
- For the purposes of this verification, ten sample markets were chosen: Brazil, China (Shanghai), Colombia, Indonesia, Malaysia, Russia, Saudi Arabia, South Africa, Thailand and UAE. *(See Appendix 1 for a list of the monitored television channels)*
- All spots by IFBA member companies aired in the 10 markets from 1 April to 30 June 2015 were collected. Total sample size: 718,451 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 in which over 35% of the audience were children under 12 years of age.<sup>5</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 over 35% of children under 12 years of age, were deemed non-compliant.
- In the analysis we have included all platforms and channels that are monitored by market by year. Please note that for some markets the list of channels has increased compared to previous years as more channels and platforms are now monitored.

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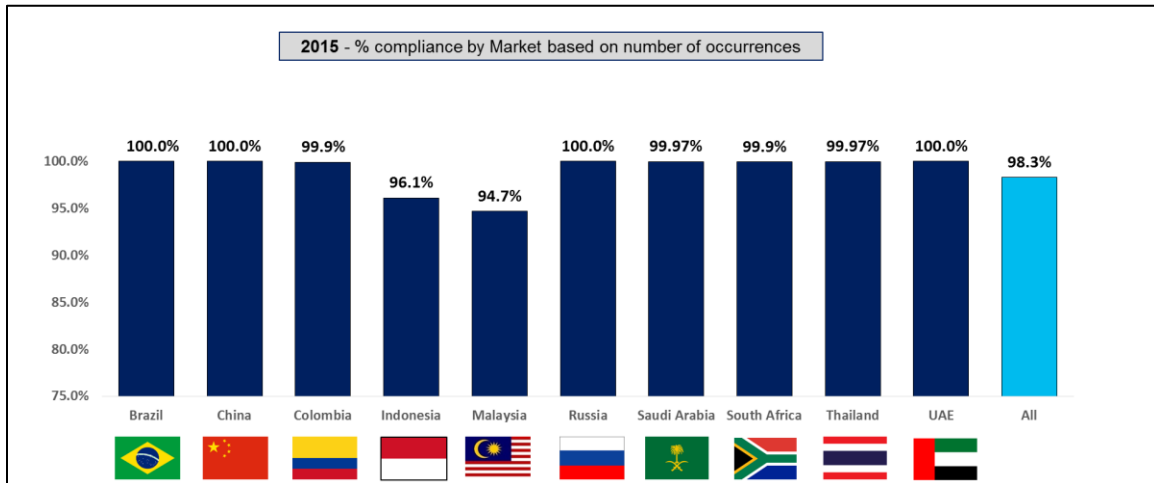
<sup>5</sup> Please see appendices for exact age group definitions. *(See footnote 3)*

## Results

**Fig. 1: Television Overall Compliance Results (All spots included) (2015 based on occurrence)**

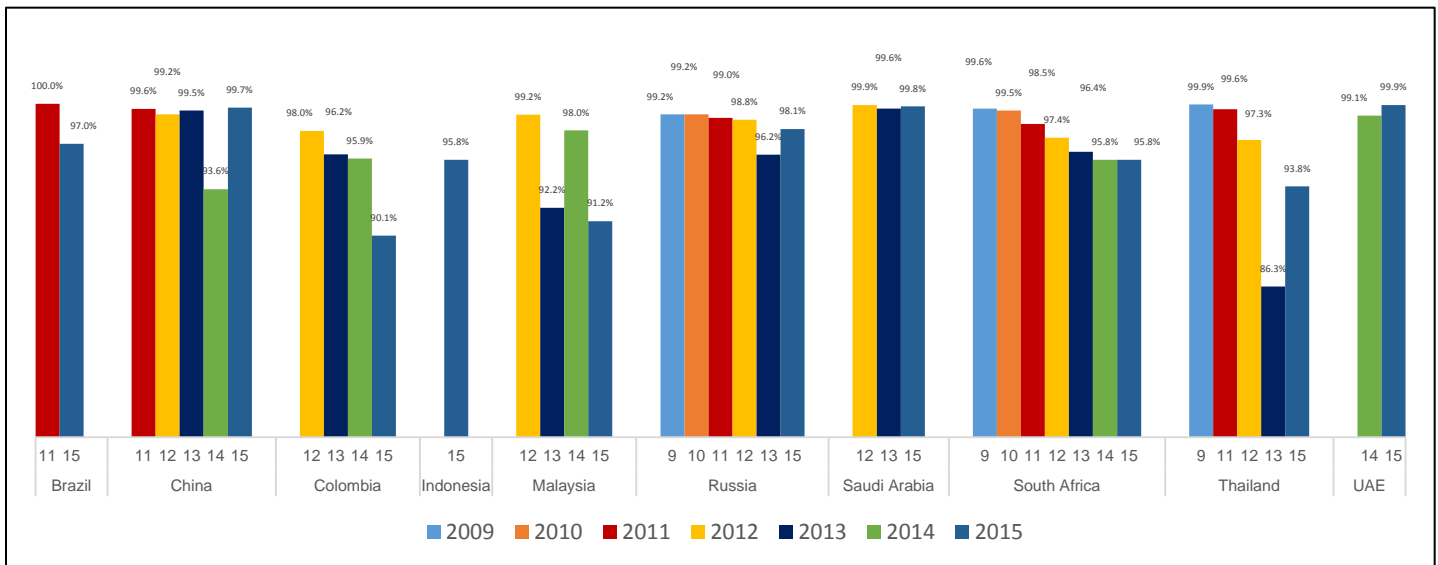


**Fig. 2: Television Overall Compliance Results (Daytime spots with greater than 1 GRP) (2015 based on occurrence)**



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

**Fig. 3: Compliance Results (All Spots)**



When looking at all spots, we can see that since 2009, the compliance rate has always been above 90% for these markets, except Thailand, showing 86.3% compliance in 2013, due to spots with very low audience (less than 1 GRP). However, in 2015 the compliance rate for Thailand shows improvement with 93.8% compliance across all advertisers.

In 2015 Malaysia and Colombia have a lower compliance rate as compared to other markets majorly due to spots with very low audience (less than 1 GRP).



## 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 five monitored markets - Brazil, China, Russia, South Africa, and Singapore - 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 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.
- 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: Brazil, China, Russia, South Africa, and Singapore**

# Internet Compliance Monitoring

## Methodology

- A list of younger children's websites in each of the four monitored markets - Brazil, China, Russia and Singapore - 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 to check for advertising content relating to the non-compliant products from IFBA members.
- Any advertisement for such products in any of these websites was deemed non-compliant.

## Results

### **Internet Advertising: Markets were 99.8% Compliant: Brazil, China, Russia and Singapore**

There were **2** instances of non-compliance. **One instance was observed in China and one in Singapore.**

## Appendix 1: Television Channels Monitored

### Saudi Arabia

ABU DHABI TV	MBC 1
AJMAN TV	MBC 2
AL ARABIYA	MBC 3
AL MEHWAR	MBC 4
AL RAI TV	MBC ACTION
ARY DIGITAL	MBC BOLLYWOOD
ASIANET MIDDLE EAST	MBC DRAMA
B4U AFLAM	MBC MAX
BEIN SPORTS HD1	MBC PRO SPORTS 1
BEIN SPORTS HD11	MBC PRO SPORTS 2
BEIN SPORTS HD2	MBC PRO SPORTS 3
BEIN SPORTS HD3	MBC PRO SPORTS 4
BEIN SPORTS HD4	NATIONAL GEOGRAPHIC
BEIN SPORTS HD5	ABU DHABI
BEIN SPORTS HD6	OSN SPORTS HD CRICKET
BEIN SPORTS NEWS HD	ROTANA CINEMA
CARTOON NETWORK ARABIC	ROTANA KHALEEJIAH
COLORS TV	ROTANA MASRIYA
DREAM 2	SAMA DUBAI
DUBAI AL OULA	SAUDI TV 1
DUBAI ONE TV	SONY TV
FOX	STAR PLUS
FOX MOVIES	STOON
GEO TV	WANASAH
HUM MENA	ZEE AFLAM
KAIRALI ARABIA	ZEE ALWAN
LBC SAT	ZEE CINEMA
MAZHAVIL MANORAMA	ZEE TV

### South Africa

Africa Magic Movies 1	DSTV Nat Geo Wild	MNET
BET	DSTV National Geographic	M-Net Analogue
BET 2	DSTV New Supr Sport 4	M-Net Edge
CBS Drama	DSTV Sky News	M-Net Movies Action
Comedy Central	DSTV Sony Entertainment	M-Net Movies Action Plus
Discovery ID	DSTV SS4/UPDATE	M-Net Movies Family
Discovery TLC	DSTV Super Sport 1	M-Net Movies Premiere
Disney XD	DSTV Super Sport 2	M-Net Movies Showcase
DSTV Africa Magic	DSTV Super Sport 3	M-Net Movies Zone
DSTV Africa Magic Plus	DSTV Super Sport 5	M-Net Series Zone
DSTV BBC ENTERTAINMENT	DSTV Super Sport 6	M-Net Stars
DSTV BBC KNOWLEDGE	DSTV Super Sport 7	Mzansi Bioskop
DSTV BBC LIFESTYLE	DSTV Super Sport 8	Mzansi Magic
DSTV Boomerang	DSTV Super Sport 9	Mzansi Music
DSTV Cartoon	DSTV Super Sport Select	Mzansi Wethu
DSTV Channel O	DSTV Trace	Nick Toons
DSTV Crime & Investigation	DSTV Travel	Nickelodeon
DSTV Discovery	DSTV Vuzu	SABC1
DSTV Discovery World	ETV	SABC2
DSTV Disney channel	Food Network	SABC3
DSTV EI ENTERTAINMENT	FOX Crime	Sony Max
DSTV History Channel	Fox Entertainment	Soweto TV/ DSTV Soweto
DSTV Home Channel	Hallmark (UNIVERSAL)	TV
DSTV Magic World	Kyk Net	Studio Universal
DSTV MTV Base	kykNet & kie	Telemundo
DSTV MTV Europe	kykNet Musiek	Trace Sports
	Lifetime Entertainment	Vuzu Amp
		Zee World

### Brazil

AXN	RECORD
BANDEIRANTES	SBT
CARTOON NETWORK	SONY
CNT	SPACE
DISCOVERY CHANNEL	SPORTV
DISCOVERY HOME & HEALTH	SPORTV 2
DISCOVERY KIDS	SPORTV 3
DISNEY CHANNEL	STUDIO UNIVERSAL
ESPN BRASIL	SYFY
FOX	TELECINE ACTION
FOX SPORTS	TELECINE CULT
FX	TELECINE FUN
GAZETA	TELECINE PIPOCA
GLOBO	TELECINE PREMIUM
GloboNews	TELECINE TOUCH
GLOOB	THE HISTORY CHANNEL
GNT	TNT
MEGAPIX	TV!
MTV	UNIVERSAL CHANNEL
MULTISHOW	VIVA
NICKELODEON	WARNER CHANNEL

### Columbia

A&E	Film Zone
AXN	Fox
Canal Caracol	Fox Life
Canal de las Estrellas	Fox Sports
Canal RCN	FX
Canal TRO	Golden
Canal UNO	History
Cartoon Network	ID
Cinecanal	MTV
Citytv	National Geographic
Claro Sports Colombia	Nickelodeon
Discovery Channel	Sony
Discovery Home & Health	Space
Discovery Kids	Studio Universal
Disney Channel	TLC
Disney XD	TLNovelas
E! Entertainment	TNT
El Tiempo Television	Universal
ESPN	Warner Channel
ESPN +	

## Thailand

3FAMILY(DTT)  
3SD(DTT)  
AMARIN TV(DTT)  
BANG  
BOOMERANG  
BRIGHT TV (DTT)  
CARTOON CLUB  
CH3  
CH5  
CH7  
CH8 (DTT)  
CH9  
FANTV  
FOX CHANNEL  
FOX MOVIES PREMIUM HD  
GANG CARTOON  
GMM CHANNEL (DTT)  
GMM ONE  
GTH ON AIR  
JATINGJA  
JKN  
LOCA (DTT)  
M CHANNEL  
MCOT FAMILY (DTT)  
MEDIA CHANNEL  
MIRACLE

MONGKOL  
MONO 29 (DTT)  
NATION  
NEW TV (DTT)  
PPTV (DTT)  
SABAIDEE  
SAMRUJLOKE  
SANOOK TV  
SPRING NEWS  
STARMAX  
T NEWS  
THAI TV (DTT)  
THAIRATH TV (DTT)  
TNN24 (DTT)  
TOONAMI  
TOPLINE CHANNEL  
TRUE4U (DTT)  
VOICE TV  
WORKPOINT TV  
YOU CHANNEL

## UAE

ABU DHABI TV  
AJMAN TV  
AL ARABIYA  
AL MEHWAR  
AL RAI TV  
ARY DIGITAL  
ASIANET MIDDLE EAST  
B4U AFLAM  
BEIN SPORTS HD1  
BEIN SPORTS HD11  
BEIN SPORTS HD2  
BEIN SPORTS HD3  
BEIN SPORTS HD4  
BEIN SPORTS HD5  
BEIN SPORTS HD6  
BEIN SPORTS NEWS HD  
CARTOON NETWORK ARABIC  
COLORS TV  
DREAM 2  
DUBAI AL OULA  
DUBAI ONE TV  
FOX  
FOX MOVIES  
GEO TV  
HUM MENA  
KAIRALI ARABIA  
LBC SAT  
MAZHAVIL MANORAMA

MBC 1  
MBC 2  
MBC 3  
MBC 4  
MBC ACTION  
MBC BOLLYWOOD  
MBC DRAMA  
MBC MAX  
MBC PRO SPORTS 1  
MBC PRO SPORTS 2  
MBC PRO SPORTS 3  
MBC PRO SPORTS 4  
NATIONAL GEOGRAPHIC ABU DHABI  
OSN SPORTS HD CRICKET  
ROTANA CINEMA  
ROTANA KHALEEJIAH  
ROTANA MASRIYA  
SAMA DUBAI  
SAUDI TV 1  
SONY TV  
STAR PLUS  
STOON  
WANASAH  
ZEE AFLAM  
ZEE ALWAN  
ZEE CINEMA  
ZEE TV

## Russia

FRIDAY  
2X2  
DOMASHNY  
KANAL DISNEY  
KARUSEL  
MIR  
MUZ TV  
NTV  
PERETZ  
PERVY KANAL  
PYATY KANAL  
REN TV  
ROSSIYA 1  
ROSSIYA 2  
RU.TV  
STS  
STS LOVE  
TNT  
TV TSENTR  
TV-3  
U  
ZVEZDA

## Indonesia

ANTV  
GTV  
INEWSTV  
IVM  
KOMPASTV  
METRO  
MNCTV  
NET  
RCTI  
RTV  
SCTV  
TRANS  
TRANS7  
TVONE

## Malaysia

8TV  
AEC  
Asian Food Channel  
ASTRO ARENA  
ASTRO CERIA  
ASTRO CITRA  
ASTRO DISCOVERY  
ASTRO NG  
ASTRO OASIS  
ASTRO RIA  
ASTRO SHUANG XING  
ASTRO SUPERSPORT  
ASTRO SUPERSPORT 3  
ASTRO WARNA  
AWANI  
AXN  
AXNH  
DIVA

ESPN  
HUA HEE DAI  
Mustika HD  
NTV7  
ONE HD  
PRIMA  
RTM1  
RTM2  
STAR WORLD  
TV3  
TV9  
WAH LAI TOI  
XING HE

## China

Chinese Business Network(24)  
Dragon TV(24)  
Shanghai East Movie(24)  
Shanghai Education TV(24)  
Shanghai TV Arts Humanities(24)  
Shanghai TV Documentary(24)  
Shanghai TV Entertainment(24)  
Shanghai TV Great Sports(24)  
Shanghai TV International(24)  
Shanghai TV News(24)  
Shanghai TV Drama(24)  
Shanghai TV Young(24)  
Toonmax TV(24)

## Appendix 2: Print Titles Monitored

Brazil	China	Singapore
<p> Luluzinha (Pixel Media)  Revista Recreio (Abril)  Revista Princesas (Abril)  Revista Nintendo World (Conrad Editora)  EgW (Tambor)  Homem-Aranha (Panini)  Almanaque da Monica (Panini)  Heróis Marvel (Panini)  Mickey (Abril)  Turma da Monica Jovem (Panini)  Smurfs (Coquetel)  Coquetel Infantil (Coquetel)  Revistinha da Monica (Panini)  Revistinha da Magali (Panini)  Revistinha do Cebolinha (Panini)  Revistinha do Cascão (Panini)  Revistinha do Chico Bento (Panini) </p>	<p> Mickey Mouse  Children Fun Barbie  Youer Hua Bao  Cars  Moore Park  A little Princess  Winnie the Pooh </p>	<p> Princess Magazine  Disney Junior  Asian Geographic Junior  Young Generation  Disney Frozen  Disney Junior  Barbie Magazine  Dora the Explorer  Batman Magazine  Beano  National Geographic KIDS  Winx Club  Disney Princess  Asian Geographic Junior  Young Generation </p>
South Africa	Russia	
<p> Barbie Magazine- Disney  Disney and Me- Disney  MiniMag  National Geographic Kids (November)  Disney Junior  Marvel Superheroes Magazine - The  Mighty Avengers  Pony  Goal Junior </p>	<p> Neposeda  Smeshariki  Klassny  Geolenok  3/9 tsarstvo  Murzilka  Philippok  Winni the Pooh  Disney  Veseliye kartinki </p>	

## Appendix 3: Online Titles Monitored

Brazil	China	Singapore	Russia
<a href="http://www.crianças.uol.com.br/">www.crianças.uol.com.br/</a> <a href="http://mundo.uol.com.br/">http://mundo.uol.com.br/</a> <a href="http://www.disney.com.br">www.disney.com.br</a> <a href="http://www.tvglobinho.globo.com">www.tvglobinho.globo.com</a> <a href="http://www.cartoonnetwork.com">www.cartoonnetwork.com</a> <a href="http://www.discoverykidsbrasil.com">www.discoverykidsbrasil.com</a> <a href="http://www.jogosdemeninas.net/">http://www.jogosdemeninas.net/</a> <a href="http://www.sbt.com.br/clubinhosbt/">http://www.sbt.com.br/clubinhosbt/</a> <a href="http://www.guinho.com.br">www.guinho.com.br</a> <a href="http://www.dolls.com.br">www.dolls.com.br</a> <a href="http://www.gameworld.com.br/nintendo">http://www.gameworld.com.br/nintendo</a> <a href="http://www.folha.com.br/folhinha">www.folha.com.br/folhinha</a> <a href="http://tvratimbum.ema.com.br/">http://tvratimbum.ema.com.br/</a> <a href="http://www.galinhapintadinha.com.br/">http://www.galinhapintadinha.com.br/</a> <a href="http://mundo.uol.com.br/">http://mundo.uol.com.br/</a> <a href="http://www.barbie.com/pt-br">http://www.barbie.com/pt-br</a> <a href="http://atrevividinha.uol.com.br/#">http://atrevividinha.uol.com.br/#</a> <a href="http://www.recreionline.abril.com.br">www.recreionline.abril.com.br</a> <a href="http://www.neopets.com">www.neopets.com</a> <a href="http://www.sbt.com.br/chiquititas/">http://www.sbt.com.br/chiquititas/</a> <a href="http://www.sbt.com.br/carrossel/">http://www.sbt.com.br/carrossel/</a> <a href="http://www.patatapata.com.br/">http://www.patatapata.com.br/</a> <a href="http://turmadamonica.uol.com.br/">http://turmadamonica.uol.com.br/</a>	<a href="http://www.61baobao.com/">http://www.61baobao.com/</a> <a href="http://17roco.qq.com/">http://17roco.qq.com/</a> <a href="http://seer.61.com/">http://seer.61.com/</a> <a href="http://www.tom61.com/">http://www.tom61.com/</a> <a href="http://www.dol.cn/index.shtml">http://www.dol.cn/index.shtml</a> <a href="http://www.chunmiao.cn/">http://www.chunmiao.cn/</a> <a href="http://kid.qq.com/">http://kid.qq.com/</a> <a href="http://aobi.100bt.com/">http://aobi.100bt.com/</a> <a href="http://www.beva.com/">http://www.beva.com/</a> <a href="http://www.060s.com/">http://www.060s.com/</a> <a href="http://www.hezi.com/">http://www.hezi.com/</a> <a href="http://www.61f.com/">http://www.61f.com/</a> <a href="http://www.tongnian.com/">http://www.tongnian.com/</a> <a href="http://www.61ertong.com/">http://www.61ertong.com/</a> <a href="http://www.hongniba.com.cn/">http://www.hongniba.com.cn/</a> <a href="http://xj.youerka.com/">http://xj.youerka.com/</a> <a href="http://www.ccpq.com.cn/">http://www.ccpq.com.cn/</a> <a href="http://www.xugu.net/">http://www.xugu.net/</a> <a href="http://www.hongdaishu.com/">http://www.hongdaishu.com/</a> <a href="http://g.beva.com/xuetang/">http://g.beva.com/xuetang/</a>	<a href="http://tv.toggle.sg/en/okto">http://tv.toggle.sg/en/okto</a> <a href="http://www.nick-asia.com/">http://www.nick-asia.com/</a> <a href="http://www.cartoonnetwork.com">http://www.cartoonnetwork.com</a> <a href="http://www.disney.sg/">http://www.disney.sg/</a> <a href="http://www.toysrus.com.sg/">http://www.toysrus.com.sg/</a> <a href="http://cf.vanguard.com/en/shop/">http://cf.vanguard.com/en/shop/</a> <a href="http://www.brainpop.com/">http://www.brainpop.com/</a> <a href="http://www.knowledgeadventure.com/default.aspx">http://www.knowledgeadventure.com/default.aspx</a> <a href="http://www.nickjr.com/">http://www.nickjr.com/</a> <a href="http://www.nick.com/">http://www.nick.com/</a> <a href="http://pbskids.org/">http://pbskids.org/</a> <a href="http://www.funbrain.com/">http://www.funbrain.com/</a> <a href="http://disneyjunior.disney.sg/">http://disneyjunior.disney.sg/</a> <a href="http://sesamestreet.org">http://sesamestreet.org</a> <a href="http://www.lego.com">http://www.lego.com</a> <a href="http://www.barney.com">http://www.barney.com</a> <a href="http://kids.nationalgeographic.com/">http://kids.nationalgeographic.com/</a> <a href="http://discoverykids.com/">http://discoverykids.com/</a> <a href="http://www.neopets.com">http://www.neopets.com</a> <a href="https://miniclip.com/games/en/">https://miniclip.com/games/en/</a>	<a href="http://disney.ru/">http://disney.ru/</a> <a href="http://multixit.ru/">http://multixit.ru/</a> <a href="http://scubiland.ru/">http://scubiland.ru/</a> <a href="http://teremok.ru/">http://teremok.ru/</a> <a href="http://www.classmag.ru/">http://www.classmag.ru/</a> <a href="http://klepa.ru/">http://klepa.ru/</a> <a href="http://murzilka.org/">http://murzilka.org/</a> <a href="http://leshiki.ru/">http://leshiki.ru/</a> <a href="http://dvdmulti.ru/">http://dvdmulti.ru/</a> <a href="http://koshki-mishki.ru/">http://koshki-mishki.ru/</a> <a href="http://www.tvidi.ru/">http://www.tvidi.ru/</a> <a href="http://www.luntik.ru/">http://www.luntik.ru/</a> <a href="http://www.smeshariki.ru/">http://www.smeshariki.ru/</a> <a href="http://coolgirlsgames.ru/">http://coolgirlsgames.ru/</a> <a href="http://f-igri.ru/">http://f-igri.ru/</a> <a href="http://www.youloveit.ru/">http://www.youloveit.ru/</a> <a href="http://stepanida.ru/">http://stepanida.ru/</a> <a href="http://www.fixiki.ru/">http://www.fixiki.ru/</a> <a href="http://winland.ru/">http://winland.ru/</a> <a href="http://barboskiny.ru/">http://barboskiny.ru/</a> <a href="http://dashamut.ru/">http://dashamut.ru/</a> <a href="http://www.ivi.ru/animation/detskie">http://www.ivi.ru/animation/detskie</a> <a href="http://deti.tvzavr.ru/">http://deti.tvzavr.ru/</a>

## Appendix 4: TV Age Group Definitions

<b>Brazil</b>	<b>4 - 11</b>
<b>China</b>	<b>4 - 11</b>
<b>Colombia</b>	<b>4 - 11</b>
<b>Indonesia</b>	<b>4 - 14</b>
<b>Malaysia</b>	<b>4 - 14</b>
<b>Russia</b>	<b>4 - 11</b>
<b>Saudi</b>	<b>3 - 14</b>
<b>UAE</b>	<b>3 - 14</b>
<b>South Africa</b>	<b>3 - 11</b>
<b>Thailand</b>	<b>6 - 14</b>

