

# Reporting Progress on Responsible Marketing to Children

## IFBA 2017 Audit



Compiled by the IFBA Secretariat in June 2018

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## Introduction

*"A great deal of political attention at international, regional and national levels has been focused on the question of marketing and advertising foods and beverages to children. The food and beverage industry...is making significant progress in both expanding and strengthening advertising self-regulatory processes globally."* — IFBA letter to WHO Director-General Dr Margaret Chan 13 May, 2008

Since the outset, members of the International Food and Beverage Alliance (IFBA) have united around the objective of changing the way food and beverage products are advertised to children. **The global IFBA policy on marketing, applied by all IFBA members in all countries where they operate, is in line with the aims of the 2010 WHO Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children, and provides minimum criteria for advertising and marketing communications directed to children under 12 years that are paid for, or controlled by, IFBA companies in every country where they market their products.**

In 2016, members of the WHO Commission on Ending Childhood Obesity adopted a series of recommendations, including recommendation 1.3 "Implement the Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children to reduce the exposure of children and adolescents to, and the power of, the marketing of unhealthy foods." The IFBA policy aligns with this recommendation.

### Changing the way we advertise to children

Since 2009, IFBA members have voluntarily committed to changing how and what they advertise to children under 12 years of age around the world. The Global policy sets out the criteria for food and beverage product marketing communications that are paid for or controlled by IFBA companies in every country where they market their products worldwide.

Since 1 January 2017, IFBA member companies have implemented an enhanced global voluntary policy on responsible marketing to children. The new policy, available [here](#) is broader in scope than the previous commitment, with regard in particular to the type of media covered, which includes online (including company-owned websites as well as third party websites), interactive games, mobile and SMS marketing.

### Transparency and accountability

IFBA members have committed to ensuring transparency and accountability in the implementation of their commitments through public reporting.

In 2017, Accenture Media Management was commissioned to carry out the independent monitoring of IFBA member companies' compliance with their commitment on **television and print advertising**:

*"We will not advertise products that do not meet the better-for-you criteria when the proportion of children under 12 exceeds 35% of the audience."*

In order to assess compliance with the enhanced policy, IFBA also piloted a program with five Self-Regulatory Organisations (SROs) for advertising in select countries. **SROs were requested to verify compliance of IFBA companies' marketing communications with the IFBA policy on the following online platforms:**

- Third party websites
- Company-owned websites

In addition to covered media as outlined in the IFBA policy, as part of the test pilot IFBA also instructed the SROs to look at company-owned YouTube channels.

**Table 1:** List of participating countries/SROs

Country	SRO
Colombia	CONARP
India	ASCI
New Zealand	ASA NZ
The Philippines	ASC
South Africa	ASASA

The results of both Accenture’s and the SROs work are presented in this report.

## Our commitment

IFBA members commit either to:

- Only advertise products to children under the age of 12 years that meet common nutrition criteria<sup>1</sup> which are based on accepted science-based dietary guidance<sup>2</sup>; or
- Not to advertise their products at all to children under the age of 12 years. The above policy covers food and beverage product marketing communications<sup>3</sup> that are primarily directed to children under 12<sup>4</sup> in all covered media<sup>5</sup>.

In addition, IFBA members agree not to engage in food or beverage product marketing communications to children in primary schools<sup>6</sup>.

## Details of our commitment

In relation to TV advertising, IFBA member companies use an audience threshold to determine whether the communication is primarily targeted at under-12s. This means that they do not broadcast advertisements for food products which do not meet the nutrition criteria during programmes where children under 12 represent more than 35% of the audience.

IFBA member companies also do not place adverts for non-compliant products on third-party websites or in print media titles primarily targeted at children under 12.

In media where audience data is unavailable, IFBA member companies consider several factors which may include the overall impression of the advertising, as well as actions taken to restrict child access and the target demographic based on the company's media plan. In such cases, the determination of whether a marketing communication is "*primarily directed to children under 12*" is clearly liable to subjective judgement.

In order to minimise the subjectivity, the national Self-Regulatory Organisations (SROs) commissioned to perform the digital marketing audit used a set of criteria to assist them in making

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<sup>1</sup> Applicable nutrition criteria will be harmonised on a regional or national basis, taking into account local dietary and cultural specificities. IFBA will not develop global criteria but common nutrition criteria already underpin industry commitments in the EU and the US and IFBA is currently working to support the adoption of these or similar common nutrition criteria in other markets worldwide. In countries or regions where common nutrition criteria do not yet exist for industry self-regulatory commitments or the member has not yet adopted the common nutrition criteria, members will only market products that meet company-specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.

<sup>2</sup> Dietary guidance includes, for example, Codex Alimentarius guidance, the Dietary Guidelines for Americans, the Institute of Medicine (IOM) guidelines and EURODIET, a project funded by the European Commission.

<sup>3</sup> "Marketing communications" means paid advertising or commercial sales messages for food and beverage products, including marketing communications that use licensed characters, celebrities and movie tie-ins. Company-owned, brand equity characters are not covered by the policy.

<sup>4</sup> Primarily directed to children under 12 means advertising in measured media where 35% or more of the audience is under 12 years of age. Where adequate data are unavailable, companies will consider other factors as appropriate, which may include the overall impression of the advertising, actions taken to restrict child access and the target demographic based on the company's media plan.

<sup>5</sup> Covered media means the following vehicles: TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing (to be defined by interpretative guidelines), mobile and SMS marketing. Packaging, in-store and point of sale as well as forms of marketing communications which are not under the direct control of the brand owner, such as user-generated content, are not covered by this policy.

<sup>6</sup> Menus or displays for food and beverage products offered for sale, charitable donations or fundraising activities, public service messages, and items provided to school administrators for education purposes or for their personal use are not covered. IFBA members commit to developing and publishing specific guidelines on permissible activities in schools.

an overall judgment on whether a marketing communication was “*primarily directed at children under 12.*”

Compliance with the IFBA commitment is determined on the basis of whether:

- The website features marketing communications that promote food or non-alcoholic beverage products, as opposed to a brand in general;
- Such food and non-alcoholic beverage products meet or do not meet the applicable company nutrition criteria;
- Such marketing communications are primarily directed to children under 12.

The goal of the digital and online monitoring exercise was to determine whether marketing communications that promote non-compliant products on company-owned websites and company-owned YouTube channels were considered by the SROs to be directed primarily towards children under 12.

## Executive Summary

**Accenture Media management was commissioned to review IFBA member companies' activities on TV and in print in five markets (Colombia, India, New Zealand, the Philippines and South Africa). The compliance rate for TV was 99.6%**

### TV advertising

- A total of 683,699 spots were recorded over Q3 2016;
- The overall compliance rate was **99.6%**, based on a review of those spots airing on programmes with sufficient audience size to yield valid audience data on a day-to-day basis. (Programmes with an audience less than 1 GRP (Gross Rating Point), often because they are aired in the middle of the night, can have wildly varying audience composition data from day to day, with some days spiking over the 35% threshold in what are almost certainly “false positives.” When spots airing on these programmes are included, a substantially larger number of theoretical “non-compliances” occurred, mostly on small-audience programmes in India, resulting in a theoretical non-compliance rate of 93.2%).

### Print

- A total of **48 print titles** aimed at children under the age of 12 were reviewed between July and September 2016;
- Only **one of the magazines reviewed** featured a commercial communication belonging to an IFBA member.

**National advertising standards bodies (SROs) in the same five countries were asked to review:**

- 25 company-owned websites per market, comprising at least two websites per company wherever possible;
- 11 company-owned YouTube channels per market;
- 10 third-party websites per market.

**The compliance rate was 96% for websites and 95% for YouTube channels. The compliance of third-party websites was 100%.**

### Brand-Owned Websites

- A total of **112 brand websites** were reviewed;
- All websites reviewed contained product promotion and featured at least one product that was not compliant with the nutrition criteria;
- **Four websites** (4%) reviewed were considered not to be compliant with the IFBA commitment.

### Brand-Owned YouTube channels

- A total of **59 brand YouTube channels** were reviewed;
- All channels reviewed contained product promotion and featured at least one product that was not compliant with the nutrition criteria;
- **Three YouTube channels** (5%) reviewed included at least one commercial communication deemed primarily appealing to children under twelve and were therefore non-compliant with the IFBA commitment – despite YouTube analytics that showed viewership age breakdown.

### Third-party websites

- A total of **50 third-party websites** were reviewed;

- None of the third-party websites reviewed featured commercial communications belonging to IFBA members, which means that all were deemed compliant.

## Methodology

### TV advertising

Accenture independently monitored five markets for television advertising during Q3 2016.

All the media research data analysed 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.

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 based on 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.

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.

### Brand-owned websites and YouTube channels

IFBA member companies provided the IFBA Secretariat with a list of all their products per participating country, indicating whether they are compliant or not with the applicable nutrition criteria.

Using this list, the IFBA Secretariat made a random pre-selection of company websites and YouTube channels which promoted non-compliant products and, therefore, should not be directed to children under 12. SROs were asked to review and refine these lists as appropriate.

SROs were asked to assess independently whether the selected brand-owned websites and YouTube channels were in their view directed primarily to children under 12. In order to minimise the subjectivity, SROs used a set of criteria that looked at the use of age screening, licensed characters, games and entertainment activities, animation and videos, and toys. The criteria used were by way of example, and their inclusion or exclusion (aside from age-screening) did not by itself determine whether a website or channel was directed primarily to children under 12.

SROs had to judge if the criteria, in conjunction with the overall creative execution of the website or channel, was clearly intended to make the marketing communication(s) on the website or channel directed primarily to children under 12.

Then, ultimately, the SROs were asked to determine the final compliance of the websites and YouTube channels with the IFBA commitment.

## 1. TV advertising

Accenture collected all spots by IFBA member companies aired in Colombia, India, New Zealand, the Philippines and South Africa from 1 July to 30 September 2016. The total sample size was 683,699 spots.

**The overall compliance rate was 99.7% if only spots with reliable audience data are considered (dropping to 93.2% if unreliable data is considered).**

This result is based on the review of more than half a million advertising spots by IFBA members broadcast in the five markets during the monitoring period. Instances of non-compliance represent all spots for products not meeting IFBA members' nutrition criteria aired at a time when the reported audience share of children under the age of 12 exceeded 35%.

Overall, 31,731 instances of non-compliance were identified. Of these, a very high proportion (31,694) were spots aired during the night (21:00-05:59) or spots with less than 1 GRP. The vast majority of these spots (28,446) were in India. 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.

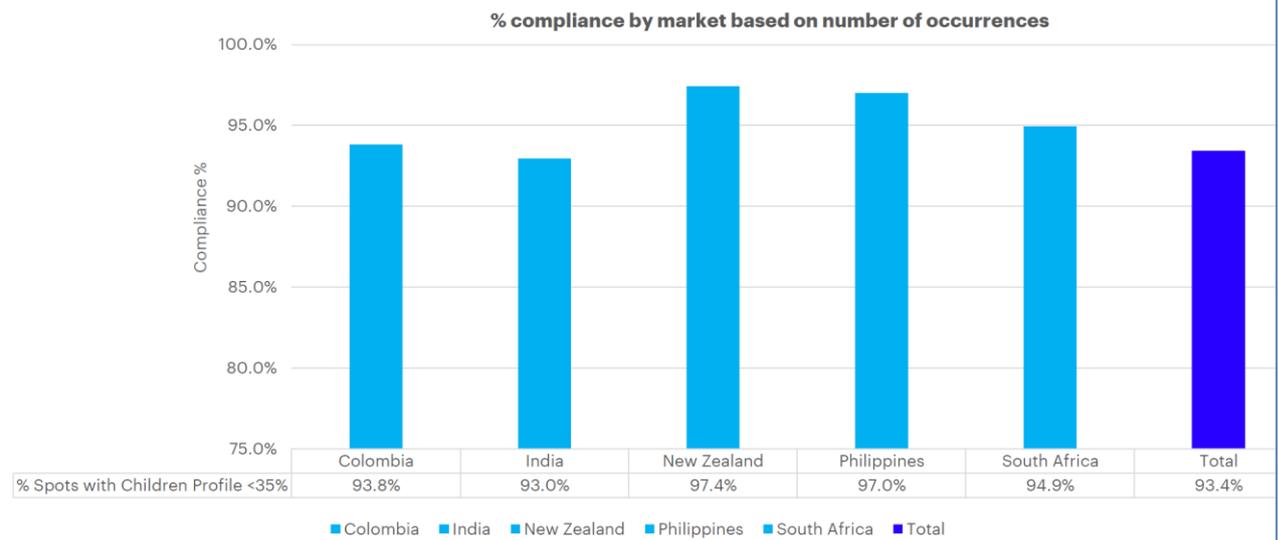
India's TV channels represented almost two-thirds (61.5%) of all TV channels monitored (257 out of 418). As a result, India's spots accounted for approximately 75% of total spots (509,798 of 683,699 spots), which influences heavily the overall compliance rate. However, if only daytime spots greater than 1 GRP are reviewed, i.e. those for which the audience data is reliable, the compliance rate for India increases from 93% to 99.8%.

## Overall compliance rates

1. For all spots aired: this is the formal IFBA compliance rate

### OVERALL COMPLIANCE RESULTS – ALL SPOTS

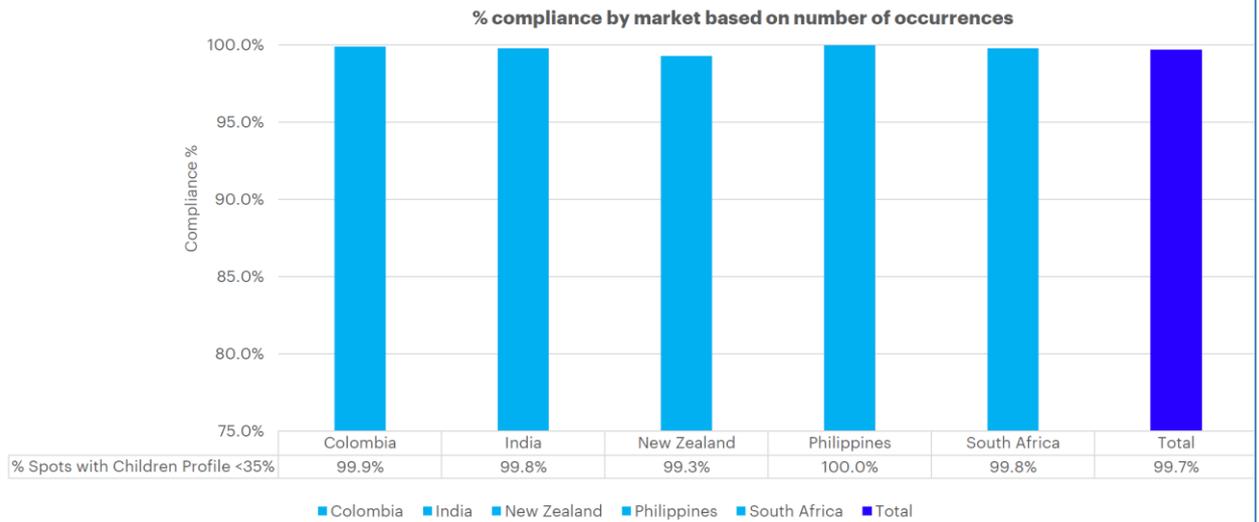
93.4% compliance was achieved across all markets.



2. For daytime (06h00-20h59) spots with at least 1 GRP: This second measure of compliance is intended to help member companies identify genuine breaches. The demographic audience breakdown for spots below 1 GRP is often unreliable, due to small audience size. These spots and those broadcast at night time are included in the overall IFBA compliance results nonetheless, in view of transparency.

## OVERALL COMPLIANCE RESULTS – DAY TIME SPOTS & >1GRP

99.7% compliance was achieved across all markets.



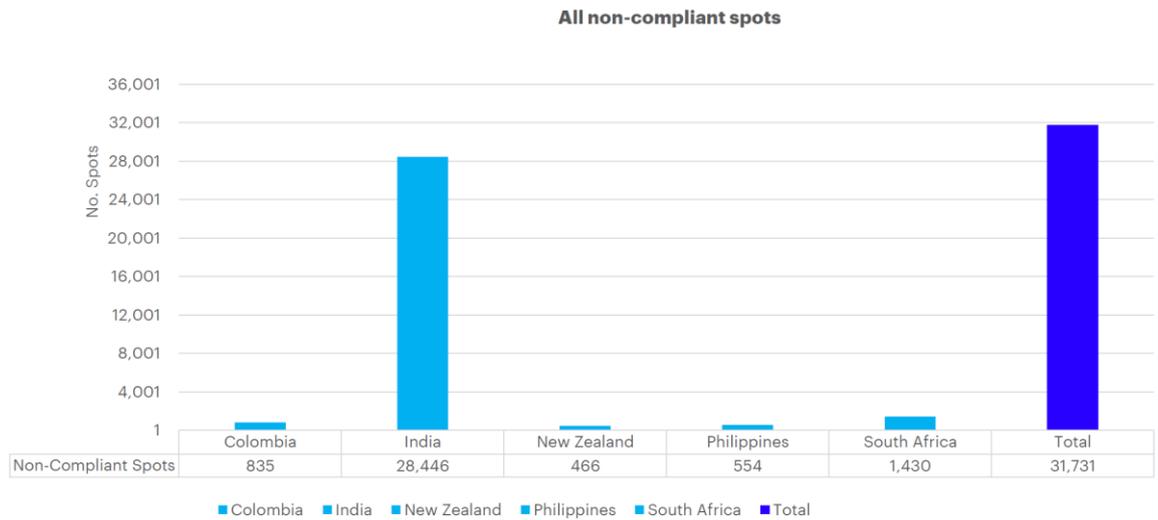
## Number of non-compliant spots per market

Non-compliant spots are spots for restricted products with children profile >35% for all advertisers.

### 1. For all spots aired

## **NON COMPLIANT SPOTS – ALL SPOTS**

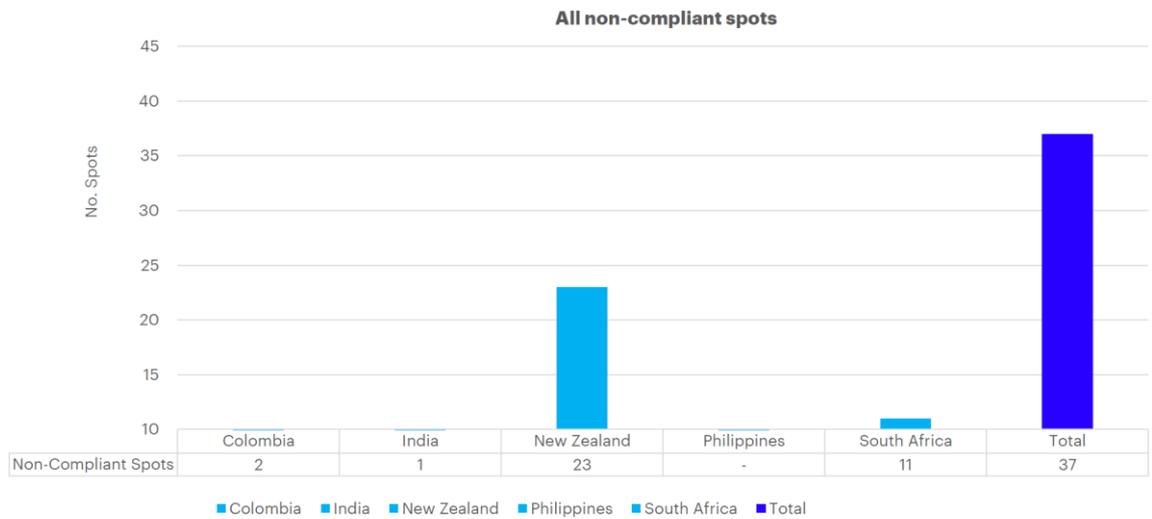
There was a total of 31,731 spots that were non-compliant across all markets.



2. For daytime (06h00-20h59) spots with at least 1 GRP

## NON COMPLIANT SPOTS – DAY TIME SPOTS & >1GRP

There was a total of 37 spots that were non-compliant across all markets.



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**Table 2:** TV Age Group Definitions

Country	All persons	Children under 12
<b>Colombia</b>	Personas	Infantil
<b>India</b>	Ind. 4+	Ind. 4-14
<b>New Zealand</b>	AP5+	AP5-12
<b>The Philippines</b>	Ind.	Kids
<b>South Africa</b>	All	Kids under 12

## 2. Print Titles

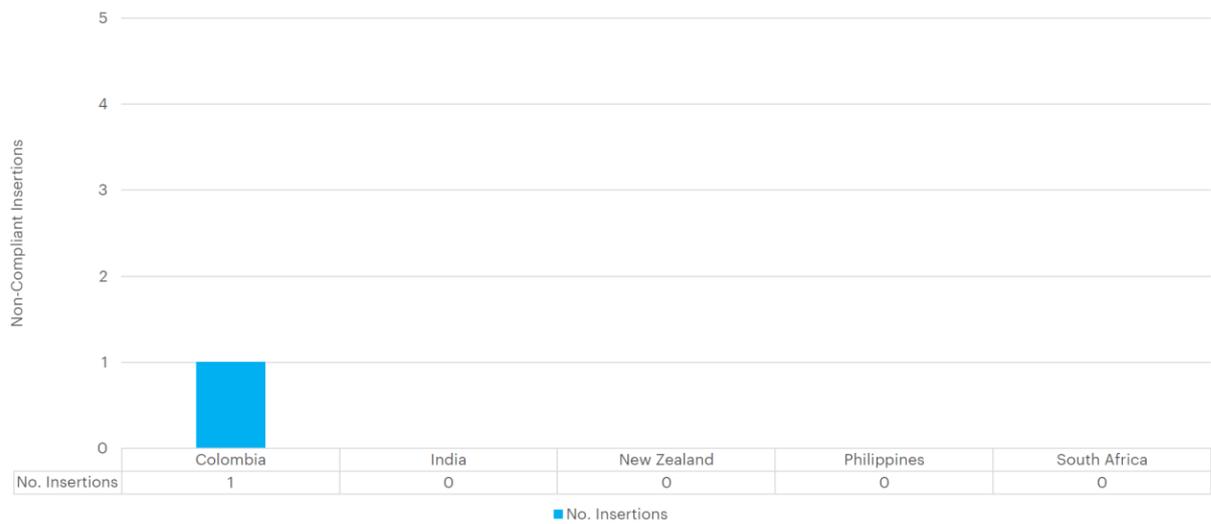
Accenture drew up a list of 48 magazines aimed at children under twelve in the five markets. All print titles were manually reviewed in July-September 2016, except in Colombia where the monitoring period was April 2017.

One advert belonging to an IFBA member company was found in one of these print titles (one instance of non-compliance).

### Number of breaches to the IFBA commitment

## PRINT COMPLIANCE MONITORING

Only Colombia saw an instance of non-compliance with one insertion in the magazine title 'Tu'.



### 3. Brand-Owned Websites

#### 3.1 Brand Websites

A total of 112 brand websites were reviewed in five markets.

**Table 3:** Number of brand websites reviewed per country

Country	Number of websites reviewed
Colombia	34
India	18
New Zealand	23
The Philippines	16
South Africa	21

#### 3.2 Product Promotion

The reviewers identified product promotion on all websites reviewed. The 112 websites reviewed featured at least one product that did not meet the nutrition criteria.

#### 3.3 Age screening/Parental Consent

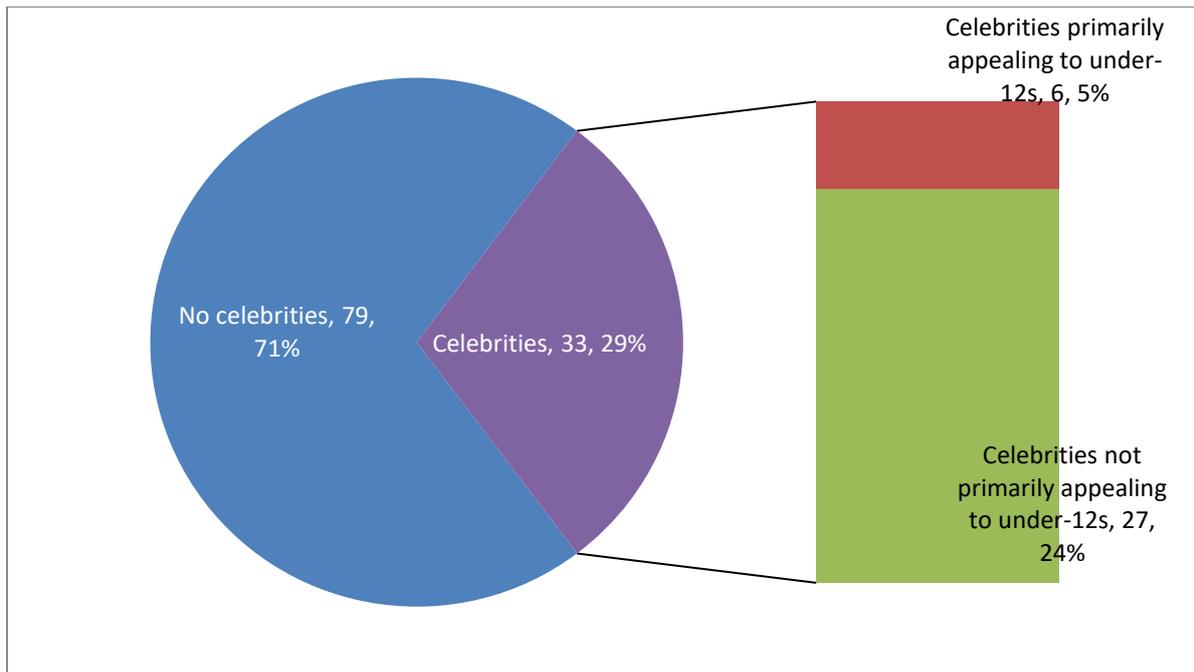
13 of the 112 websites reviewed contained a mechanism to screen the age of the website visitor.

#### 3.4 Licensed Characters/Tie-ins/Celebrities

33 of the 112 websites reviewed featured “licensed characters” (i.e. characters acquired externally and linked for example to movies, cartoons or sports), movie tie-ins and/or celebrities.

The licensed characters, tie-ins and/or celebrities featured on six of the 33 websites were considered to be primarily appealing for children under 12. Five of those could be considered as a means to promote a food or beverage product to children under 12.

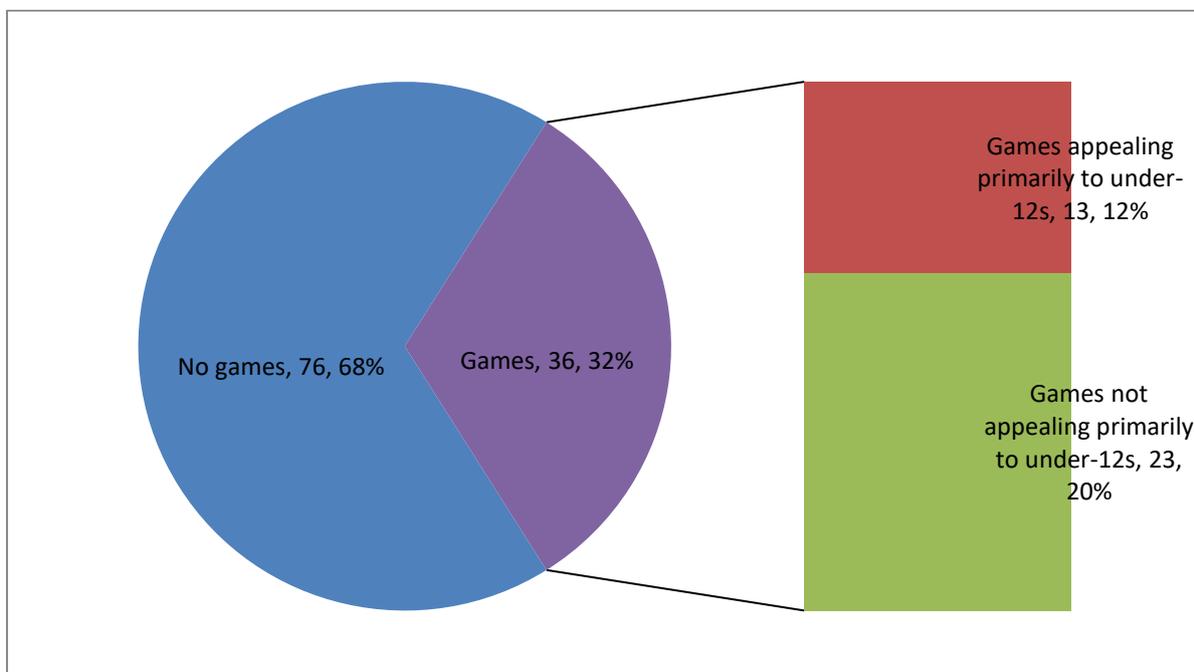
**Figure 1:** Number of websites featuring celebrities (N=112)



### 3.5 Entertainment Activities/Games

36 of the 112 websites reviewed featured games/entertainment activities. On 13 of the 36 websites the reviewers determined that the games/entertainment activities featured (on the basis of the level of difficulty and layout) were designed to appeal primarily to under-12s and that seven could be considered as a means to promote a food or beverage product to them.

**Figure 2:** Number of websites featuring entertainment activities/games (N=112)

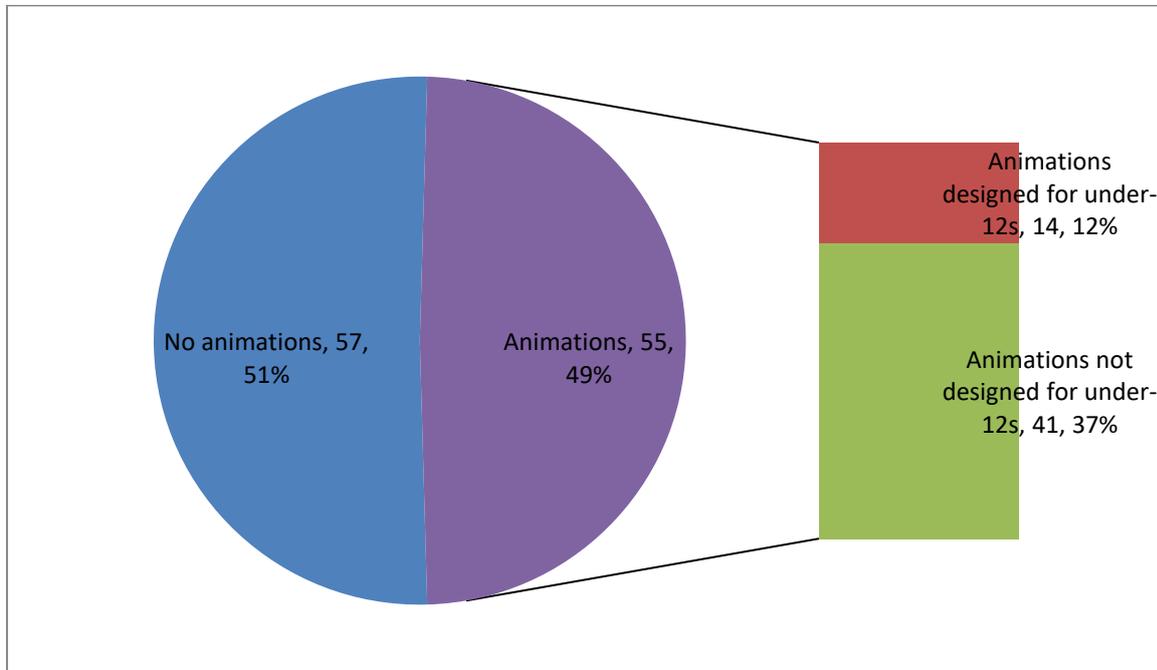


### 3.6 Animation/Sound effects/Videos

55 of the 112 websites reviewed featured animations, such as cartoons, animations, depicting fantasy situations, sound effects, music or videos. The reviewers determined that the

animations/sounds effect/videos featured on 14 websites reviewed were designed for children under 12 and that 12 could be considered promoting a food or beverage product to children under 12.

**Figure 3:** Number of websites featuring animation, sound effects or videos (N=112)



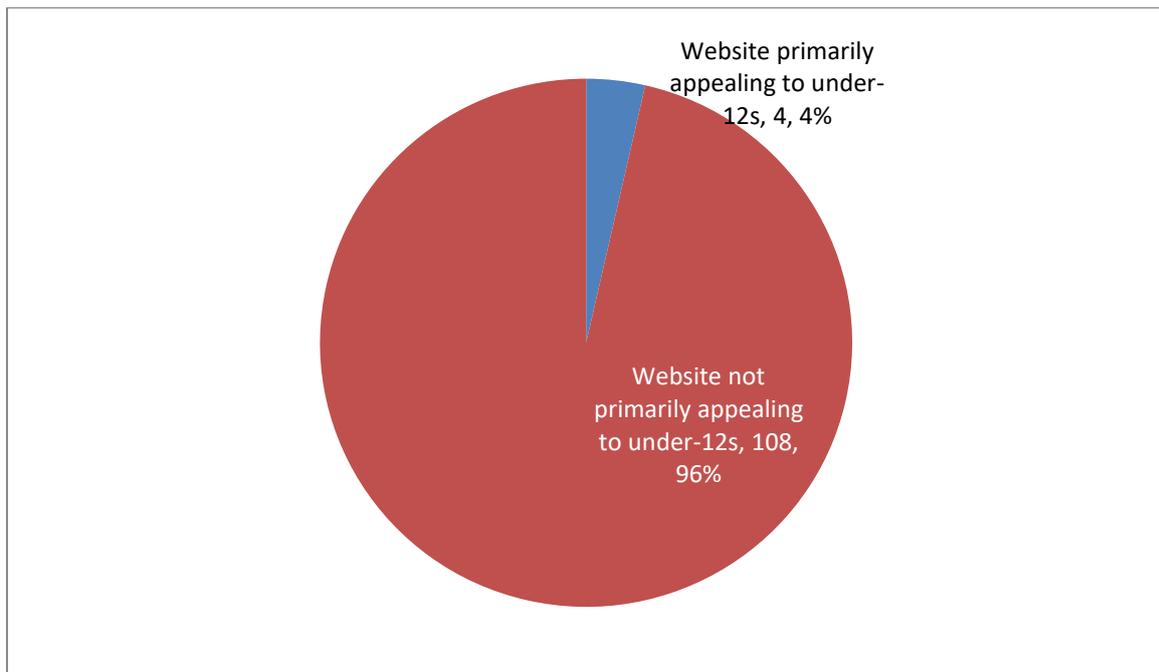
### 3.7 Toys Used as Premiums

None of the 112 websites reviewed featured toys used as premiums to promote a food or non-alcoholic beverage product.

### 3.8 Compliance with the IFBA commitment

In order to determine whether the website and marketing communication was directed primarily to children under 12s, a set of criteria (including the use of age screening, licensed characters, games and entertainment activities, animation and videos, and toys) was used in conjunction with the overall creative execution of the website.

**Figure 4:** Compliance with IFBA Commitment (N=112)



## 4. Company-Owned YouTube channels

### 4.1 Company -owned YouTube channels

A total of 59 company-owned YouTube channels were reviewed in five markets.

**Table 4:** Number of company-owned YouTube channels reviewed per country

Country	Number of websites reviewed
Colombia	12
India	18
New Zealand	12
The Philippines	9
South Africa	8

### 4.2 Product Promotion

The reviewers identified product promotion on all 59 company-owned YouTube channels reviewed. All company-owned YouTube channels reviewed featured at least one product that did not meet the nutrition criteria.

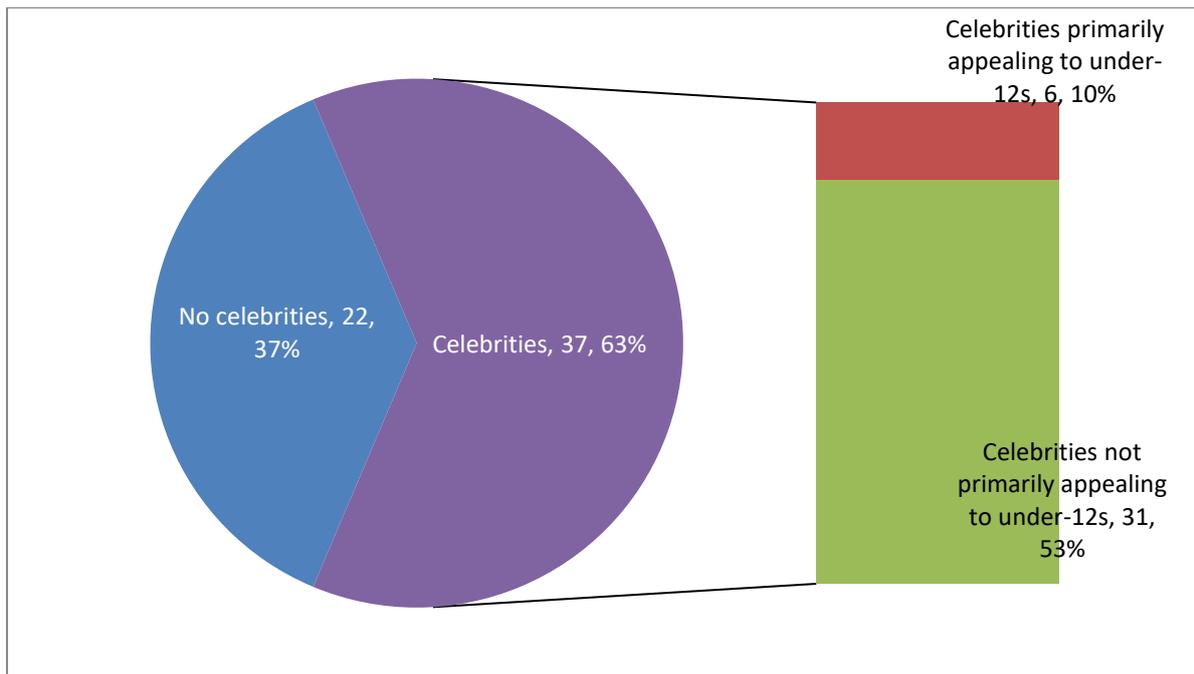
### 4.3 Accessibility

All 59 company-owned YouTube channels content was accessible without registration or logging into a personal YouTube account.

### 4.4 Licensed Characters/Tie-ins/Celebrities

28 company-owned YouTube channels reviewed featured licensed characters (i.e. characters acquired externally and linked for example to movies, cartoons or sports), movie tie-ins and/or celebrities. Six of those characters were considered by the reviewers as designed primarily for children under 12 and as a means to promote a product to children under 12.

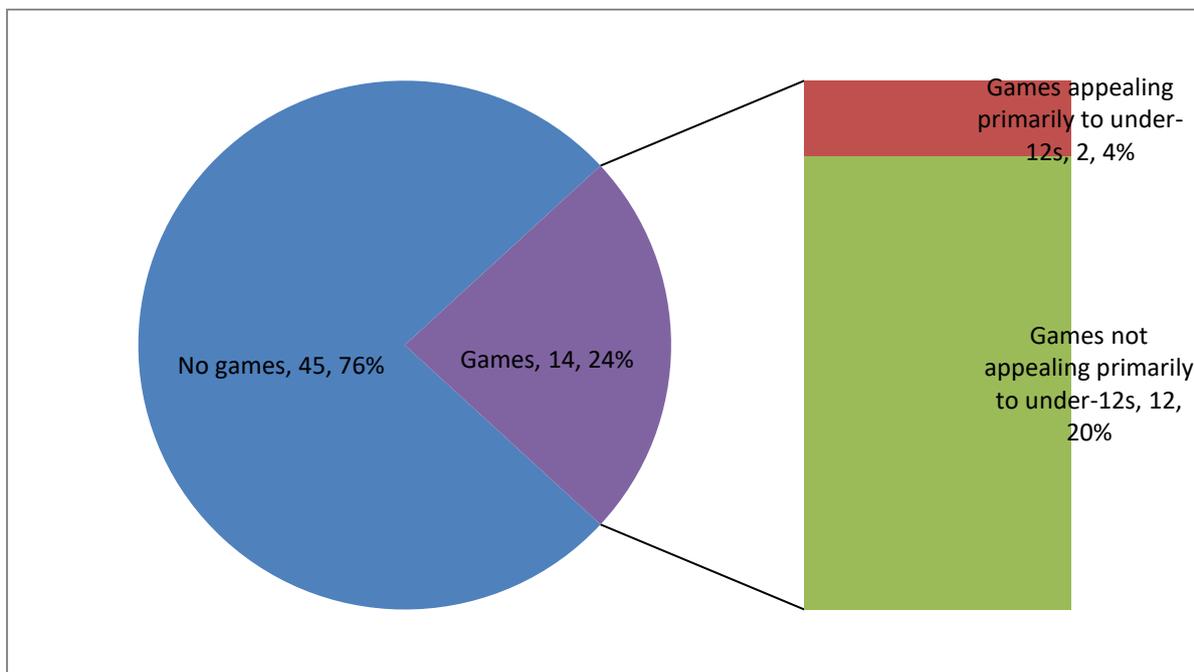
**Figure 5:** Number of YouTube channels featuring licensed characters, tie-ins and/or celebrities (N=59)



#### 4.5 Entertainment Activities/ Games

14 of the 59 videos on company-owned YouTube channels reviewed featured games/entertainment activities. Two of those were considered by the reviewers (on the basis of the level of difficulty and layout) as designed to appeal primarily to under-12s, among which one was considered to be used as a means to promote the product to children under 12.

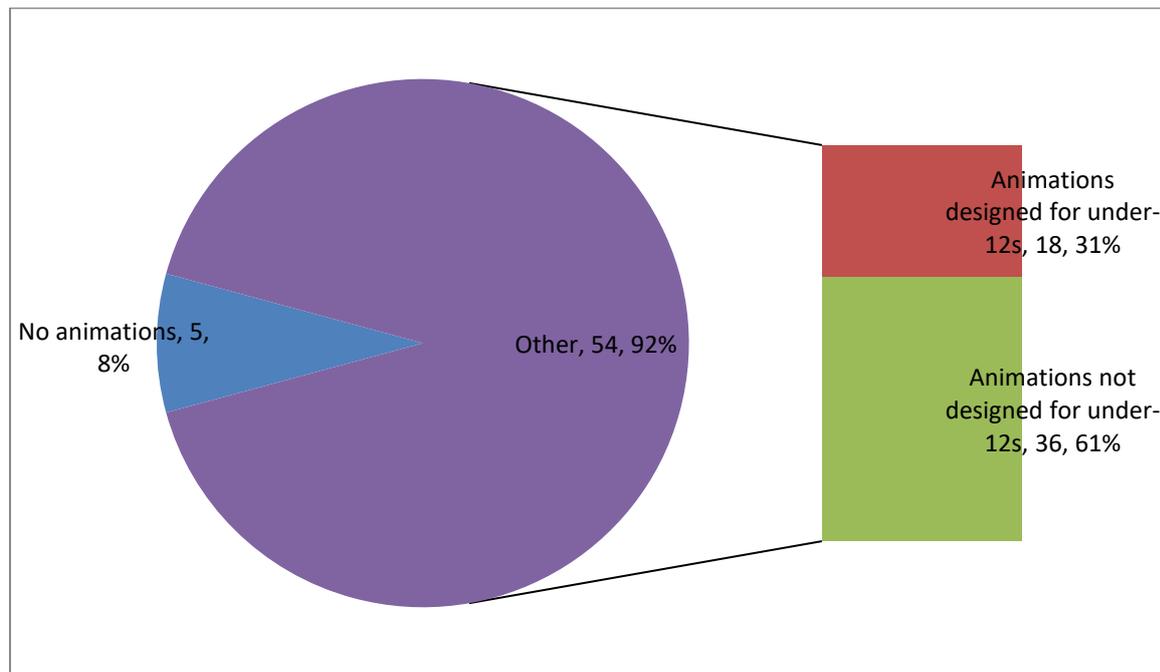
**Figure 6:** Number of pages featuring entertainment activities and/or games (N=59)



#### 4.6 Animation/Sound Effects/Videos

54 of the 59 company-owned YouTube channels reviewed featured animations, such as cartoons, animations, depicting fantasy situations, sound effects, music or videos. 18 of those company-owned YouTube channels reviewed featured animations that were considered to be appealing primarily to children under 12 and could be considered as a means to promote the product to children under 12.

**Figure 7:** Number of pages featuring animations (N=59)



#### 4.7 Toys Used as Premiums

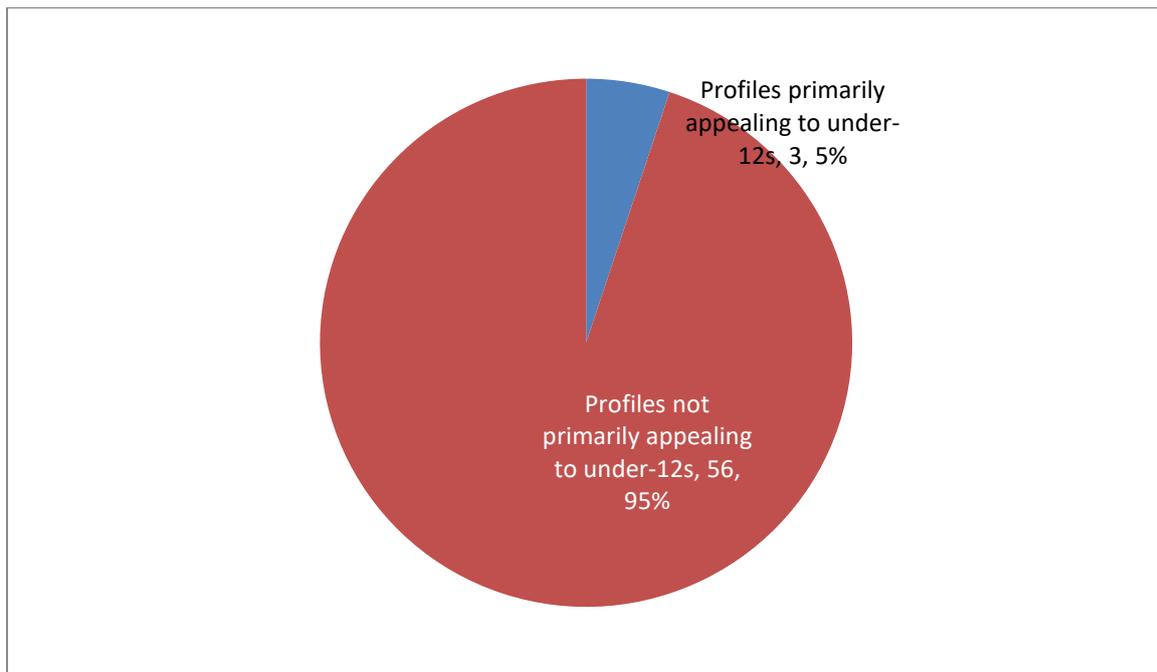
None of the 59 company-owned YouTube channels featured toys used as premiums to promote a food or beverage product.

#### 4.8 Primary Appeal of Company-owned YouTube Channels to under-12s

Three of the 59 company-owned YouTube channels reviewed were considered as primarily appealing to children under 12.

In order to determine whether a video on company-owned YouTube channel was directed primarily to under-12s, a set of criteria (including the use of age screening, licensed characters, games and entertainment activities, animation and videos, and toys) was used in conjunction with the overall creative execution of the YouTube channel. For future exercises, YouTube analytics will be provided to further determine if YouTube channels are directed at under 12s, using YouTube age and audience profile breakdown. Furthermore, the evolution of measurement and monitoring digital and online media will be taken into consideration for future monitoring reports to include YouTube or other digital media.

**Figure 8:** Number of company-owned YouTube channels primarily appealing to under-12s (N=59)



## 6. Third-party websites

The SROs drew up a sample list of the 10 most popular child-targeted websites in their respective market (India, the Philippines, New Zealand, South Africa and Colombia). The lists of websites selected for the compliance monitoring per country are available below.

Manual compliance checks were performed by each SRO on the selected websites to assess whether IFBA members promoted products that did not meet companies' nutritional criteria on these websites.

No advertising belonging to IFBA members was found on any of those websites.

## Annex I: TV channels monitored

# TV CHANNELS MONITORED

<b>Colombia</b>	TLNovelas	Space	Canal Caracol	Canal RCN	Comedy Central
	Las Estrellas	Fox	E! Entertainment	Film Zone	Studio Universal
	A&E	ID	TNT	Warner Channel	Cinecanal
	Discovery Home & Health	National Geographic	History	Disney Channel	Fox Life
	FX	Nickelodeon	TLC	Paramount Channel	ESPN
	HIST Claro Sports Colombia*	Cinemax	ESPN 2	Fox Sports	AXN
	Discovery Channel	MTV	Cartoon Network	TelePacífico	Golden
	Universal	Citytv	TeleCaribe	TeleCafe	Canal TRO
	TeleAntioquia	HIST DIA TV*	Disney XD	Glitz	El Tiempo Television
	Sony				

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# TV CHANNELS MONITORED

<b>India</b>	&pictures	&pictures HD	&TV	&TV HD	24 Ghanta	9X Jalwa	9X Jhakaas	9X Tashan	9XM	Aaj Tak
	Aakash Aath	ABP News	Adithya TV	Amrita TV	Animal Planet	Asianet	Asianet Movies	Asianet Plus	AXN	B4U Movies
	B4U Music	Big Ganga	Big Magic	Bindass	Bindass Play	Captain TV	Cartoon Network(v)	Channel V	Chintu TV	Chutti TV
	Cinema TV	CNN News18	Colors	Colors Bangla	Colors HD	Colors Kannada	Colors Marathi	Comedy Central	Dabangg	Dangal TV
	Dilli Aaj Tak	Discovery Channel	Discovery Channel Tamil	Discovery Kids	Discovery Science	Discovery Turbo	Disney Channel(v)	Disney Junior(v)	Disney XD(v)	DY 365
	E24	ETV Andhra Pradesh	ETV Bihar Jharkhand	ETV Cinema	ETV HD(tbr)	ETV Plus	ETV Telugu	Fakt Marathi	Flowers TV	Food Food
	Fox Life HD(v)	FYI TV18(v)	Gemini Comedy	Gemini Movies	Gemini Music	Gemini TV	Gemini TV HD	HBO	History TV 18(v)	Housefull Movies
	Hungama(v)	India News	India Today Television	Indradhanu Rengoni	Investigation Discovery	Isaiaruvi	J Movie	Jalsha Movies	Jaya Max	Jaya TV
	Kairali TV	Kalsaignar TV	Kasthuri Newz 24	Kasthuri TV	Kiran TV	Kochu TV	Kolkata TV	KTV	KTV HD	Kushi TV
	Life Ok	Life Ok HD	Living Foodz	Maa Gold	Maa Movies	Maa Music	Maiboli	Mastiii	Mazhavil Manorama(v)	Mega Musiq
	MH One Music	MK TV	MN+	Movies Now	Movies Now HD	Movies OK	MTunes HD	MTunes SD	MTV	Music Fatafati
	Music India	Music Xpress(na)	National Geographic Channel(v)	NDTV 24x7	NDTV Good Times(v)	NDTV India	News 24	News Live 24x7	News Nation	News Time Bangla
	News18 India	Nick HD+(v)	NICK(v)	NTV Telugu	Oscar Movies Bhojipuri	Peppers	Pogo TV(v)	Polimer	PTC Chak De	PTC News
	PTC Punjabi	Public TV	Puthuyugam TV	R Plus	Raj Digital Plus	Raj Music Kannada	Raj Musix Tamil	Raj TV	Rang	Rishtey
	Rishtey Cineplex	Romedy NOW	Romedy NOW HD	RT Movies	Saam TV	Sakshi TV	Sangeet Bangla	Sangeet Bhojipuri	Sangeet Marathi	Sarthak TV
	Sirippoli	Sonic Nickelodeon(v)	Sony Aath	Sony Entertainment Television	Sony Entertainment Television HD	Sony ESPN(v)	Sony MAX	Sony MAX 2	Sony MAX HD	Sony MIX
	Sony Pal	Sony PIX	Sony Pix HD	SONY SAB	Sony SIX(v)	Sony Wah	STAR Gold	STAR Gold HD	STAR Jalsha	STAR Maa
	STAR Movies	STAR Movies HD	STAR Movies Select HD	STAR Plus	STAR Plus HD	STAR Pravah	STAR Sports 1	STAR Sports 2	STAR Sports 3	STAR Sports HD1
	STAR Sports HD2(v)	STAR Sports HD3(v)	Star Suvarna	Star Suvarna Plus	STAR Utsav	STAR Utsav Movies	STAR Vijay	STAR World	STAR World HD	Studio N News
	Studio One HD	Sun Music	Sun Music HD	Sun TV	Sun TV HD	Surya Action	Surya Music	Surya TV	Suvarna News 24x7	T News
	Tarang TV	Ten 1	Ten 2	Ten 3	Tez	Thanthi TV	Times Now	TLC	Tollywood TV	Tunes6
	TV 5 News	TV9 Kannada	TV9 Telugu	Udaya Comedy	Udaya Movies	Udaya Music	Udaya TV	UTV Action	UTV Movies	V6 News
	VH1	WB	We TV	Wow Cinema	Zee 24 Taas	Zee Action	Zee Anmol	Zee Anmol Cinema	Zee Bangla	Zee Bangla Cinema
	Zee Business	Zee Café	Zee Cafe HD	Zee Cinema	Zee Cinema HD	Zee Classic	Zee ETC Bollywood	Zee Kalinga News	Zee Kannada	Zee Marathi
	Zee News	Zee Q(na)	Zee Studio	Zee Studio HD	Zee Talkies	Zee Tamil	Zee Telugu	Zee TV	Zee TV HD	Zee Yuva
	Zindaagi	Zing	Zoom							

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# TV CHANNELS MONITORED

<b>New Zealand</b>	TV2	TV One	TV2	TV3	Prime TV
	Bravo	FOUR	Sky TV	Choice TV	Duke
	The Edge TV				

<b>Philippines</b>	GMA	ABS-CBN	CINEMAONE-NET	STAR WORLD	GNTV
	TV5	ABS-CBN NEWS CHAN-NET	LIFE STYLE-NET	2ND AVENUE (RJTV)	JACK TV
	TLC	ETC (SBN)	CARTOON NETWORK	DISNEY CHANNEL	AXN-NET
	ABS-CBN SPORTS + ACTION	CNN PHILIPPINES (RPN)	SOLAR SPORTS- NET	BTV	MYX
	NICKELODEON-NET				

# TV CHANNELS MONITORED

<b>South Africa</b>	ETV	SABC1	SABC2	DSTV Super Sport 2	Studio Universal	CBS Drama
	DSTV Super Sport 3	Mzansi Bioskop	M-Net Movies Action	Mzansi Magic	MNET	DSTV BBC ENTERTAINMENT/BBC Brit
	Africa Magic Movies 1	DSTV BBC LIFESTYLE	DSTV Trace	M-net Movies Showcase	M-Net Stars	Sony Max
	DSTV Vuzu	Mzansi Wethu	Discovery TLC	DSTV Channel O	SABC3	DSTV Discovery World
	DSTV MTV Base	DSTV MTV Europe	Comedy Central	DSTV Super Sport 1	DSTV Super Sport 5	Fox Entertainment
	DSTV Super Sport 6	DSTV Super Sport 7	DSTV New Supr Sport 4	DSTV SS4/UPDATE	DSTV Super Sport Select	CBS Action
	DSTV Super Sport 8	DSTV Super Sport 9	BET	DSTV SABC News International	M-Net Movies Premiere	DSTV Animal Planet
	Vuzu Amp	Africa Magic Movies	M-Net Movies Family	Kyk Net	kykNet & kie	Trace Sports
	Mzansi Music	E-Kasi	Nickelodeon	DSTV Cartoon	FOX Crime	kykNet Musiek/kykNET NOU!
	DSTV Travel	Hallmark (UNIVERSAL)	Lifetime Entertainment	M-Net City/M-Net Series Zone	DSTV Discovery	VIA
	BBC First	Discovery ID	DSTV Crime & Investigation	DSTV History Channel	Food Network	DSTV National Geographic
	M-Net Edge	DSTV BBC KNOWLEDGE	Zee World	Nick Toons	eNolly+	M-Net Movies Action Plus
	E-Movies	DSTV Magic World	DSTV Nat Geo Wild	Telemundo	DSTV Sony Entertainment	M-Net Movies Zone
	Soweto TV/ DSTV Soweto TV	E-Toons	SABC Encore	DSTV E! ENTERTAINMENT	DSTV Africa Magic	

## ANNEX 2: Print titles reviewed

South Africa	The Philippines
1. TFG Kids Superclub	1. Frozen
2. Little angel	2. K-Zone
3. Marvel Superheroes Magazine -The Mighty Avengers	3. Disney Princess
4. MiniMag	4. Sofia the First
5. National Geographic Kids	
6. Disney Junior-Frozen	
7. Disney Junior-Lion Guard	
8. Supernova	

India	New Zealand
1. Champak	1. Upstart
2. Nandan	2. Ponies
3. Tinkle	3. Wacky..but true
4. Bal Bharti	4. NZ Rugby World for Kids
5. Akad Bakad	5. Prime Times
6. Magic pot	6. Guldusta Hindi Magazine
7. Nanhe Smart	7. National Geographic for Kids
8. Brainwave	8. Poppy for Real
9. Kids Explore	9. Lovatts Variety Prize Puzzles
10. Highlights Champs	
11. Highlights Genies	

Colombia	
1. Tu	2. Condorito
3. Decendientes	4. Habia Una vez - Star Wars
5. Escuela de genios (Disney)	6. 4 Patas
7. Escuela de genios (Disney)- Numeros	8. Grandes amigos- Disney
9. Quinces	10. Cucciolotti- Cachorritos
11. Soy Luna (Disney)	12. Panini- Fifa 365
13. Hipopotamo Lila	14. Grandes pasatiempos: Batman
15. Carrusel de cuentos	16. Grandes pasatiempos: Scooby-Doo

## ANNEX 3: Third-party websites reviewed

India	The Philippines
<a href="https://www.miniclip.com/games/en">https://www.miniclip.com/games/en</a>	<a href="http://www.disney.ph">www.disney.ph</a>
<a href="https://kids.nationalgeographic.com/">https://kids.nationalgeographic.com/</a>	<a href="http://www.nick-asia.com">www.nick-asia.com</a>
<a href="http://www.agame.com">http://www.agame.com</a>	<a href="http://www.youtube.com/user/MarvelPhilippines">www.youtube.com/user/MarvelPhilippines</a>
<a href="http://www.girlsgogames.com">http://www.girlsgogames.com</a>	<a href="http://www.y8.com">www.y8.com</a>
<a href="http://www.mariogames.be">http://www.mariogames.be</a>	<a href="http://www.roblox.com">www.roblox.com</a>
<a href="http://gahe.com">http://gahe.com</a>	<a href="http://www.animax-asia.com">www.animax-asia.com</a>
<a href="http://www.gamesgames.com/games">http://www.gamesgames.com/games</a>	<a href="http://www.friv.com">www.friv.com</a>
<a href="https://www.cartoonnetworkindia.com">https://www.cartoonnetworkindia.com</a>	<a href="http://www.disneyjunior.disney.ph">www.disneyjunior.disney.ph</a>
<a href="http://www.coolmath-games.com">http://www.coolmath-games.com</a>	<a href="http://www.toonamiasia.com">www.toonamiasia.com</a>
<a href="http://mocomi.com">http://mocomi.com</a>	<a href="http://www.cartoonnetworkasia.com">www.cartoonnetworkasia.com</a>

Colombia	New Zealand
<a href="http://disneylatino.com">http://disneylatino.com</a>	<a href="https://www.roblox.com/">https://www.roblox.com/</a>
<a href="http://m.cartoonnetwork.com.co">http://m.cartoonnetwork.com.co</a>	<a href="http://www.coolmath-games.com/">http://www.coolmath-games.com/</a>
<a href="http://disneyxd.disneylatino.com">http://disneyxd.disneylatino.com</a>	<a href="https://www.animaljam.com">https://www.animaljam.com</a>
<a href="https://www.discoverykidsplay.com/juegos">https://www.discoverykidsplay.com/juegos</a>	<a href="http://www.totallykidz.com">www.totallykidz.com</a>
<a href="http://www.juegos.com">http://www.juegos.com</a>	<a href="https://moviestarplanet.co.nz">https://moviestarplanet.co.nz</a>
<a href="http://co.mundonick.com">http://co.mundonick.com</a>	<a href="http://www.teennick.com">www.teennick.com</a>
<a href="https://www.hasbro.com/es-lam/">https://www.hasbro.com/es-lam/</a>	<a href="https://ohmydisney.com/">https://ohmydisney.com/</a>
<a href="http://disneyjunior.disneylatino.com">http://disneyjunior.disneylatino.com</a>	<a href="https://www.cartoonnetwork.com.au/">https://www.cartoonnetwork.com.au/</a>
<a href="http://www.minijuegos.com">http://www.minijuegos.com</a>	<a href="https://www.hasbro.com/en-au/">https://www.hasbro.com/en-au/</a>
<a href="http://store.steampowered.com/?l=spanish">http://store.steampowered.com/?l=spanish</a>	<a href="https://www.nick.com.au">https://www.nick.com.au</a>

South Africa
<a href="http://www.nickelodeonafrica.com">www.nickelodeonafrica.com</a>
<a href="http://games.disney.co.za">http://games.disney.co.za</a>
<a href="http://disney.co.za">http://disney.co.za</a>
<a href="http://www.natgeokids.com/za">www.natgeokids.com/za</a>
<a href="http://www.cartoonnetworkhq.com">www.cartoonnetworkhq.com</a>
<a href="http://www.boomeranghq.net">www.boomeranghq.net</a>
<a href="http://disneyxd.disney.co.za">http://disneyxd.disney.co.za</a>
<a href="http://www.bbcsouthafrica.com/channels/cbeebies">www.bbcsouthafrica.com/channels/cbeebies</a>
<a href="http://disneyjunior.disney.co.za">http://disneyjunior.disney.co.za</a>
<a href="http://etoonzplus.etv.co.za">http://etoonzplus.etv.co.za</a>
<a href="http://www.spurtribe.co.za">www.spurtribe.co.za</a>