

Trends in food and beverage TV brand appearances viewed by children and teens  
from 2009 to 2014 in the United States

Supplementary Materials

*Nielsen Data*

TV programming recorded by Nielsen for brand appearance analysis included all United States prime-time programming (see table S1) daily during 16 of the most viewed broadcast and cable TV channels: ABC, CBS, NBC, FOX, CW, A&E, Bravo, DSC, ESPN, FX, LIFE, NAN, TBS, TLC, TNT, and USA. Nielsen analysts reviewed the recordings using standardized identification procedures to count number and duration of all brand appearances. The data excluded appearances on sports, news magazine, and holiday programming, theatrical movie broadcasts, and police shows.<sup>(1)</sup>

*Occurrence and exposure measures*

The total number of brand appearances quantifies the total number of brand appearances occurring in primetime TV programming, irrespective of their viewership (i.e., occurrences). To quantify exposure to these brand appearances and to traditional commercials amongst different age groups, researchers used Nielsen gross ratings points (GRPs). GRPs quantify the audience that viewed a brand appearance or advertisement expressed as a percentage of the population exposed over a specified period of time across all types of TV programming. To calculate GRPs, Nielsen combines household member viewing data from its TV-viewing household panel with the number of brand appearances and commercials on each program. Nielsen GRPs are the advertising industry standard used to assess exposure to ad campaigns, and provide an objective assessment of brand appearances and advertisements viewed. GRPs can also be used to provide per capita measures of brand appearances or ads viewed by individuals in specific demographic groups. In the present study, Nielsen age

breaks of 2–11 years and 12–17 years were used to quantify appearances and ads viewed by children and adolescents. The number of brand appearances or ads viewed by members of each age group, on average, was calculated by dividing the respective total GRPs for each age group by 100.

### *References*

1. Nielsen (2014) Audience measurement: Television.

<http://www.nielsen.com/us/en/solutions/audience-measurement.html> (Accessed March, 2015).

Table S1. Nielsen prime-time programming coverage

	Monday-Friday	Saturday	Sunday	Other
ABC	8pm-11pm	8pm-11pm	7pm-11pm	
CBS	8pm-11pm	8pm-11pm	7pm-11pm	Late night programming
NBC	8pm-11pm	8pm-11pm	7pm-11pm	Late night programming
FOX	8pm-10pm	8pm-10pm	7pm-10pm	Late night programming
CW	8pm-10pm	N/A	7pm-10pm	
A&E	6pm-12am	6pm-12am	6pm-12am	
BRAVO	6pm-12am	6pm-12am	6pm-12am	
DSC	6pm-12am	6pm-12am	6pm-12am	
ESPN	6pm-12am	6pm-12am	6pm-12am	
FX	6pm-12am	6pm-12am	6pm-12am	
LIFE	6pm-12am	6pm-12am	6pm-12am	
NAN	6pm-12am	6pm-12am	9pm-12am	
TBS	6pm-12am	6pm-12am	6pm-12am	
TLC	6pm-12am	6pm-12am	6pm-12am	
TNT	6pm-12am	6pm-12am	6pm-12am	
USA	6pm-12am	6pm-12am	6pm-12am	

Table S2. Total brand appearance occurrences from 2009 to 2014

Category	2009	2010	2011	2009-11 % of total	2012	2013	2014	2012-14 % of total
<b>Food products</b>	<b>3,778</b>	<b>4,274</b>	<b>5,833</b>	<b>31%</b>	<b>4,097</b>	<b>3,225</b>	<b>2,674</b>	<b>26%</b>
Savory snacks	851	976	1,516	8%	1,216	926	696	7%
Candy	954	1124	1200	7%	906	766	631	6%
Other sweets	815	952	1031	6%	816	671	571	5%
Cereal	620	665	1118	5%	633	459	411	4%
Prepared and convenience food	295	264	519	2%	283	261	237	2%
Dairy	154	201	318	2%	161	85	76	1%
Fruits and vegetables	89	92	131	1%	82	57	52	<.5%
<b>Beverage products</b>	<b>3,977</b>	<b>3,115</b>	<b>5,523</b>	<b>28%</b>	<b>7,006</b>	<b>5,402</b>	<b>4,163</b>	<b>43%</b>
Regular carbonated beverages	1,906	1,545	2,947	14%	3,919	2,676	1,854	22%
Other sugary drinks	966	509	925	5%	1268	928	783	8%
Bottled water	330	399	621	3%	768	754	759	6%
Sports and energy drinks	343	321	644	3%	746	614	445	5%
Diet soft drinks	283	232	251	2%	227	376	283	2%
100% Juice	149	109	135	1%	78	54	39	<.5%
<b>Restaurants</b>	<b>4,452</b>	<b>3,856</b>	<b>3,092</b>	<b>26%</b>	<b>2,719</b>	<b>2,454</b>	<b>2,637</b>	<b>20%</b>
Quickserve restaurants	1,516	1,660	1,504	11%	1,562	1,429	1,443	11%
Other restaurants	2,936	2,196	1,588	15%	1,157	1,025	1,194	9%
<b>All other</b>	<b>1,594</b>	<b>1,756</b>	<b>3,110</b>	<b>15%</b>	<b>1,921</b>	<b>1,267</b>	<b>1,012</b>	<b>11%</b>
<b>Total</b>	<b>13,801</b>	<b>13,001</b>	<b>17,558</b>		<b>15,743</b>	<b>12,348</b>	<b>10,486</b>	

Source: Nielsen 2015