**Table S1** Rate of advertisements per hour by food category.

| Food category | Frequency  (n) | % within category | Rate of advertisements (ads per channel hour) |
| --- | --- | --- | --- |
| **Core products** | **161** |  |  |
| 1. Bread and rice | 37 | 23.0% | 0.13 |
| 2. Low sugar and high fibre breakfast cereals | 0 | 0.0% | 0 |
| 3. Fruits and fruit products | 5 | 3.1% | 0.02 |
| 4. Vegetables and vegetable products | 5 | 3.1% | 0.02 |
| 5. Probiotic drinks | 17 | 10.6% | 0.06 |
| 6. Meat and meat alternatives | 73 | 45.3% | 0.25 |
| 7. Oils high in mono- or polyunsaturated fat | 0 | 0.0% | 0 |
| 8. Low fat/salt meals | 0 | 0.0% | 0 |
| 9. Healthy snacks | 21 | 13.0% | 0.07 |
| 10. Baby foods | 0 | 0.0% | 0 |
| 11. Bottled water | 3 | 1.9% | 0.01 |
| **Non-core products** | **671** |  |  |
| 12. High sugar breakfast cereals | 4 | 0.6% | 0.01 |
| 13. Flavored/fried instant rice and noodle products | 7 | 1.0% | 0.02 |
| 14. Sweet or high fat savory biscuits | 101 | 15.1% | 0.35 |
| 15. Processed meat | 41 | 6.1% | 0.14 |
| 16. Sweet snack foods | 23 | 3.4% | 0.08 |
| 17. Savory snack foods | 10 | 1.5% | 0.03 |
| 18. Fruit juice/drinks (<98% fruit) | 6 | 0.9% | 0.02 |
| 19. Full cream milks and yoghurts and cheese and their alternatives | 0 | 0.0% | 0 |
| 20. Ice cream, iced confection and desserts | 0 | 0.0% | 0 |
| 21. Chocolate and candy | 106 | 15.8% | 0.37 |
| 22. Fast food | 235 | 35.0% | 0.82 |
| 23. High fat/salt meals | 2 | 0.3% | 0.01 |
| 24. Other high fat/salt products | 11 | 1.6% | 0.04 |
| 25. Sugar sweetened drinks | 68 | 10.1% | 0.24 |
| 26. Alcohol | 57 | 8.5% | 0.20 |
| **Miscellaneous** | **1073** |  |  |
| 27. Recipe additions | 87 | 8.1% | 0.30 |
| 28. Dietary supplements | 246 | 22.9% | 0.85 |
| 29. Tea and coffee | 100 | 9.3% | 0.35 |
| 30. Baby and toddler milk formulae | 372 | 34.7% | 1.29 |
| 31. Fast food (only healthier options advertised) | 28 | 2.6% | 0.10 |
| 33. Fast-food (no foods or drinks advertised) | 3 | 0.3% | 0.01 |
| 34. Local restaurant | 79 | 7.4% | 0.27 |
| 35. Supermarkets (only core and healthier foods advertised) | 25 | 2.3% | 0.09 |
| 36. Supermarkets (not only core and healthier foods advertised) | 79 | 7.4% | 0.27 |
| 37. Supermarkets (no foods or drinks advertised) | 54 | 5.0% | 0.19 |
| **Total** | **1905** |  |  |

**Table S2** Frequency of food and beverage advertisements by brand.

|  |  |  |
| --- | --- | --- |
| Brand **and product a** | **Frequency (n)** | **Food category** |
| **Abbott** Similac HMO 4 | 99 | Baby milk formulae |
| **Kitagawahanbee** Japanese Hojicha | 83 | Unsweetened tea |
| **Mead Johnson** Enfakid 4 | 61 | Baby milk formulae |
| **Friso Prestige** Growing Up Formula 4 | 59 | Baby milk formulae |
| **Pizza Hut**’s Hawaiian Paradise Pizza and Portuguese Chicken Rice | 52 | Fast foods |
| **McDonald's** x Chef Nic The Signature Collection | 49 | Fast foods |
| **Wyeth** Illuma 4 | 46 | Baby milk formulae |
| **Black & White** | 43 | Recipe additions |
| **Kee Wah** Chinese Bridal Cake | 41 | Sweet breads |
| **Donald Russell** Sirloin Steak | 37 | Meat |
| **Pizza Hut** Afternoon Tea | 36 | Fast foods |
| **Maltesers** | 35 | Chocolate |
| **Lindt** Lindor | 34 | Chocolate |
| **Nestle** NAN Pro 4 | 32 | Baby milk formulae |
| **Pocky** | 30 | Sweet biscuits |
| **HiPP** Combiotic 2 | 29 | Baby milk formulae |
| **Macallan** | 29 | Alcohol |
| **Redoxon** Triple Action Effervescent Tablets | 23 | Dietary supplements |
| **Anlene** Gold High Calcium Milk Powder | 21 | Adult milk formulae |
| **HiPP** Organic Fruit Pouches | 21 | Healthy snacks |
| **Airwaves** | 20 | Sugar-free chewing gums |
| **PARKnSHOP** (fusion, taste, international, etc) | 20 | Supermarkets |
| **McDonald's** x Chef Nic The Signature Collection (side dishes) | 18 | Fast foods |
| **Chewy** Premium Thai Mali Rice | 17 | Rice |
| **Anmum** ASSURA | 17 | Pregnancy formulae |
| **CowGate** Happy Kid 4 | 17 | Baby milk formulae |
| **Pizza Hut**’s Cheezroni Pizza | 17 | Fast foods |
| **Yakult** Low Sugar Live Lactobacillus | 17 | Probiotic drinks |
| **MaxChoice** New Zealand Wild Abalone | 16 | Seafoods |
| **CalVive** Effervescent Tablets | 16 | Dietary supplements |
| **Calcichew** D3 Chewable Tablets | 16 | Dietary supplements |

a Only products recorded over 15 times are listed