

ADVERTISING: EXPOSURE & INDUSTRY STATISTICS

EXPOSURE

- » The average young adolescent watches 3-4 hours of TV per day. ¹
- » The average American child may view as many as 40,000 television commercials every year. ²
- » Four hours of television programming contain about 100 ads. ³
- » 30 percent of local TV news time is devoted to advertising. ⁴
- » In 2000, children 12 years and under, directly and indirectly, influenced the household spending of over \$600 billion. ⁵

MEDIA INDUSTRY EXPENDITURES & REVENUES

- » In 2001, U.S. advertising expenditures topped \$230 billion, more than doubling the \$105.97 billion spent in 1980. ⁶
- » Of the \$248 billion projected to be spent on advertising in the U.S. in 2004, 9.9 percent of that will be spent on online advertising. ⁷
- » \$2 billion is spent annually to target juvenile consumers. ⁸
- » Internet advertising produced almost \$2 billion in revenues in 1998. ⁹
- » The total U.S. revenue of mass media corporations exceeded \$250 billion in 1998. ¹⁰

OTHER COUNTRIES

- » Sweden, since 1991, has banned all advertising during children's prime time due to findings that children under 10 are incapable of telling the difference between a commercial and a program, and cannot understand the purpose of a commercial until the age of 12.
- » The European Union, is now considering issues related to advertising targeted at children and whether there should be a European-wide ban or regulation.

1. www.nationaleatingdisorders.org

2. Starsburger, Victor C., (2001, June) "Children and TV Advertising: Nowhere to run, Nowhere to hide". *Journal of Developmental & Behavioral Pediatrics*, 22, 185

3. *Minneapolis Star Tribune*, March 10, 1999

4. Rocky Mountain Media Watch

5. McNeal, James (2001). Quotes in McDonald M, Lavelle M. "Call it 'kid-fluence.'" *U.S. News & World Report*, July 30, 2001. p. 32

6. McCann-Erickson *U.S. Advertising Volume Reports and Bob Coen's Insider's Report for December 2001*

7. www.medialiteracy.com

8. www.mediachannel.org/atissue/consumingkids/front.shtml

9. Internet Advertising Bureau

10. Industry Revenue Reports