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
3. Minneapolis Star Tribune, March 10, 1999
4. Rocky Mountain Media Watch
7. www.medialiteracy.com
8. www.mediachannel.org/atissue/consumingkids/front.shtml
9. Internet Advertising Bureau
10. Industry Revenue Reports