

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.

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.medialiteracv.com
- $8. \ www.media channel. org/at is sue/consuming kids/front. shtml$
- 9. Internet Advertising Bureau
- 10. Industry Revenue Reports