Broadcasting Commission of Ireland
Coimisiún Craolacháin na hÉireann

Presentation of quantitative material on food advertising

April 2006

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Glossary

Day-part	means a particular time of day. Within the AGB Nielsen Media Research data system, the day is broken up into particular day-parts so checks can be made regarding how many people were watching at particular times; for example, peak time Monday to Friday from 1800-2329.
Share	means the percentage of the available audience. More specifically, this refers to the percentage of the total number of people watching television who could have watched a particular programme. For example, a share of 22% for RTÉ1 means that of the total amount of people who were watching television at that time, 22% of them were watching RTÉ1.
National universe	refers to all television homes in Ireland.
Programme rating	means the average rating for the duration of the programme.
Programme ranking	'Any day, any time, best episode' programme listed in programme reports are ranked according to their highest rating episode regardless of the day or time of the week they were on.

Reporting day	The AGB Nielsen Media Research reporting day runs for 24 hours from 3am (0300-2659). Times beyond 2459 are reported using a thirty hour clock. For example, 0100 is shown as 2500, 0259 is shown as 2659, and so on.
Terrestrial television	television services received via a normal rooftop or indoor aerial.
Top programmes	refers to programmes ranked according to their ratings. Top programme listings exclude the news and any programme of less than 20 minutes duration.
TVR – television rating	refers to the average percentage of the target audience who are watching a particular programme. For example, if a programme achieved a children's rating of 12.5, this means that 12.5% of all children viewed that programme.
Universe	means the total population of a particular audience category. AGB Nielsen Media Research universes are based on television homes in Ireland. For example, the agreed universe for children is the total number of children living within television households in Ireland. Universes are updated annually.
000 of viewers	means the number in thousands of people who were watching. The rating is calculated from the 000s of viewers. For example, 449,000 individuals watching a programme would represent 12.5% of all individuals (3,580,000).

Preface

Section 19 of the *Broadcasting Act, 2001* directs the Broadcasting Commission of Ireland (BCI) to develop a code for advertising to children. The *Children's Advertising Code* was devised through a phased consultative process which began in October 2002 and culminated when the final document came into effect on 1 January 2005. The BCI is statutorily obliged to review this code every three years.

Section 7 of the *Children's Advertising Code* dealing with food and nutrition attracted most attention during the consultative process. Concern was expressed regarding the perceived promotion of energy dense, micro-nutrient poor foods and the proliferation of the idea that the consumption of fast food was an everyday activity rather than an occasional treat. The potential link between food advertising and obesity was also discussed but this was deemed inconclusive. Instead, food advertising was seen as one influence among many rather than the root cause.

Taking all views into account, the BCI decided to adopt the following approach. The resultant Section 7 does not prohibit any particular food, drink product or service being advertised. Instead this section of the code contains a mix of educational and awareness raising provisions relating to the manner in which such aspects are advertised in the activity that is children's advertising.[1] In light of concerns expressed, the BCI made a commitment to undertake an operational review of the provisions of Section 7 one year from the code's implementation. Parameters for this review were set at the Board's meeting in February 2004. Here it stated that the review would

- afford the BCI an opportunity to consider how the provisions in Section 7 have worked and how the industry has managed its implementation;
- afford the BCI an opportunity to examine any developments at EU level under the Health Claims Directive as well as other relevant national policy;
- provide quantitative data regarding this type of advertising to children;

[1] See Appendix I for the text of Section 7: Diet and Nutrition'.

- if necessary, provide an opportunity for the BCI to strengthen or amend the code;
- and to filter feedback from relevant stakeholders with regard to the implementation of the provisions of Section 7.

It can be seen that the BCI included the possibility for further consultation, as appropriate. Consequently, it may wish to consult on any issues arising within the review and/or any amendments to the provisions being proposed. The approach the BCI takes to this review is based on an acknowledgment of the short period of implementation to date and the statutory requirement to review the entire code after three years.

Present report and structure

The BCI gave a commitment to provide quantitative data on advertising pertinent to Section 7. Using data generated by AGB Nielsen Media Research software, this report aims to do just that. It provides a factual overview of food advertising over the first year of the *Children's Advertising Code's* operation.

Tables contained in this report provide an overview of the commercial advertising market in terms of how many advertisements were shown, both in percentages and real terms. Categories considered reflect what the BCI committed itself to review in terms of the *Children's Advertising Code* to monitor on a consistent basis. The focus of this study narrows throughout, moving from general themes to specific considerations of the data provided. It looks at all advertising, moving through categories of advertising contained therein before presenting data relevant to the three areas of confectionery, fast food and carbonated soft drink advertising.

In order to look at the number and percentage of commercials viewed, data is based on the audience of all individuals viewing throughout the day.[2] The period reviewed is for the full year 2005 with information from 2003 and 2004 included for comparative purposes as appropriate. Data has been generated for the indigenous Irish television channels (RTÉ1, RTÉ2, TV3 and TG4) and for 'total television' (stations attracting significant child audients). This has been done in order to provide a broader context within which advertising on Irish television can be viewed and where necessary, assessed and analysed.

It should be noted that the *Children's Advertising Code* does not have as an objective the diminution of a particular type of advert within children's advertising. In addition, it does not have as a goal the safeguarding of current revenue level. Data generated is strictly for information purposes and is not intended as a measure of the success or otherwise of the code.

[2] 0300-2659.

Review of advertisements on ‘diet and nutrition’

Review of advertisements on 'diet and nutrition'

1.1. Introduction

Data provided in this section has been generated using AGB Nielsen Media Research audience software.[3] Information presented moves through a variety of themes. From totals for advertising over the time period identified, it moves on to consider categories relevant to the *Children's Advertising Code.* Throughout, a narrowing process occurs as general areas are explored vis-à-vis more specific considerations. Categories and sub-groups are observed which are relevant to the advertising of food and nutrition products and services.

The period reviewed is for the full year 2005 with information from the two preceding years included for comparative purposes. Figures are presented in percentages and in real terms as appropriate. The audience is all individuals viewing throughout the day.[4] Information is provided for 'total television' and for the four Irish national television stations (RTÉ1, RTÉ2, TV3 and TG4).[5]

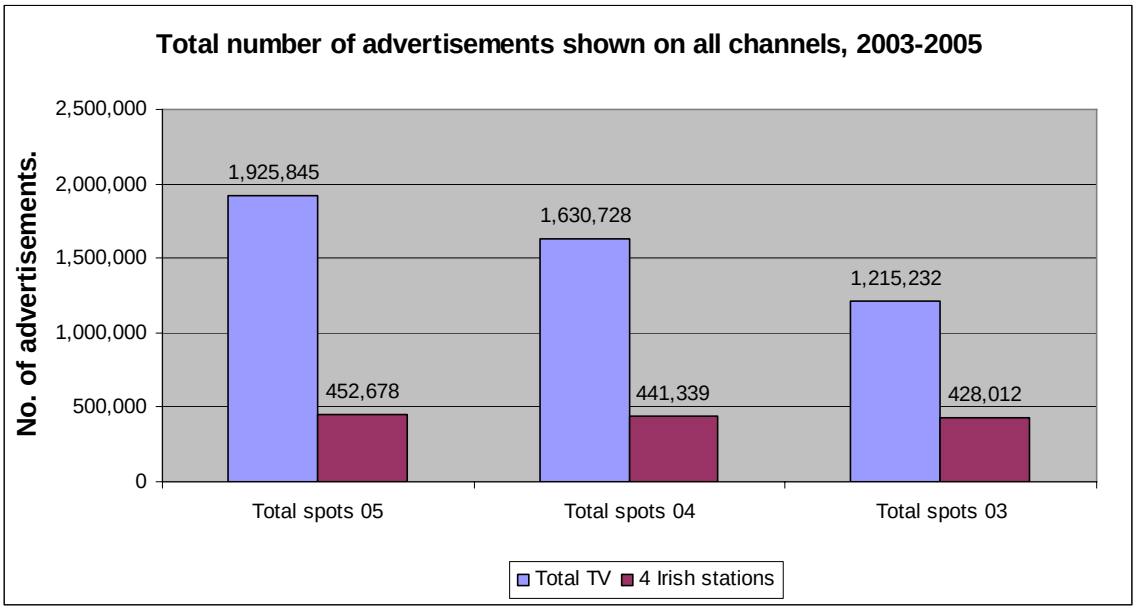
1.2. Total number of advertisements shown in the period 2003-2005

Data was generated regarding the total number of advertisements shown on all channels. This provides information on the Irish television stations and for the 'total television' category. Results are shown hereunder:

[3] The accuracy of results has been verified by AGB Nielsen Media Research in Ireland.
[4] 0300-2659.
[5] The category 'total TV' is comprised of all channels available to the market. It includes 'commercial' and 'other' channels.

Table 1.1.

Total number of advertisements shown on all channels, 2003-2005[6]



At this point, the focus narrows. Attention is now drawn to the division of advertisements broadcast by category. The first diagram provides information for total television while the second diagram shows the percentage of advertisements broadcast on the four indigenous channels.

[6] That is, 'total TV' and on the Irish stations: RTÉ1, RTÉ2, TG4 and TV3.

Diagram 1.1

Total percentage of advertisements aired by category, 2005
(Channel: total television)

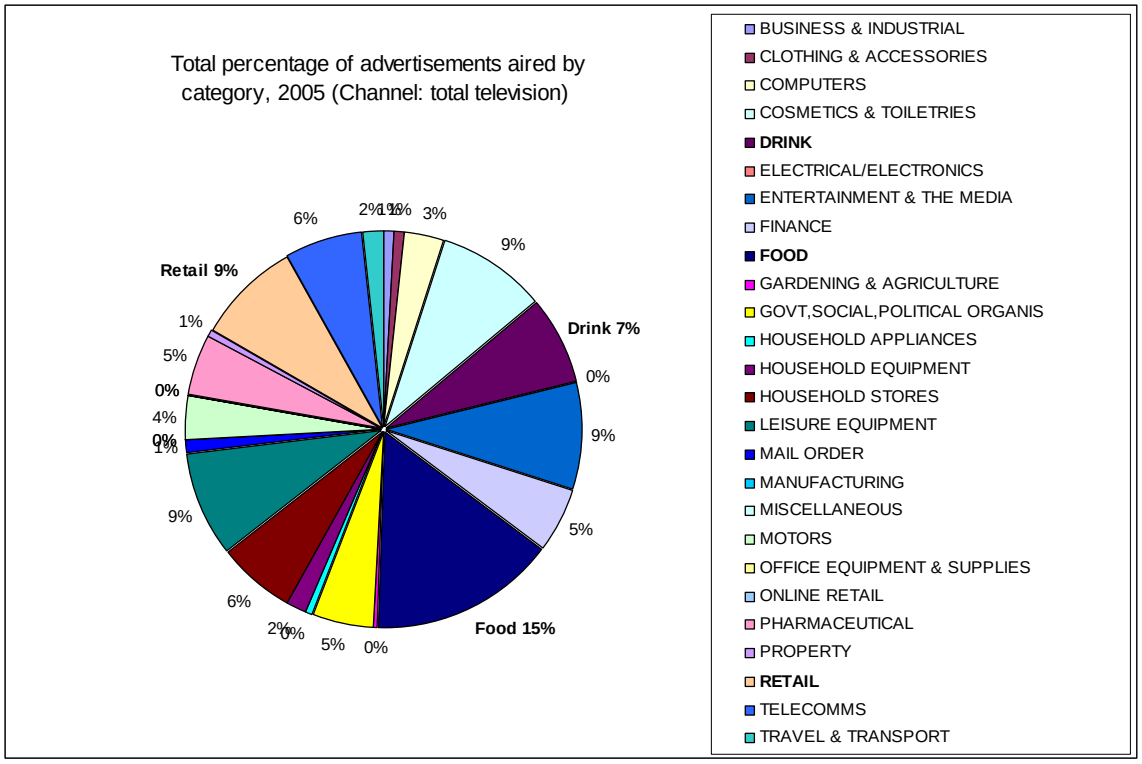
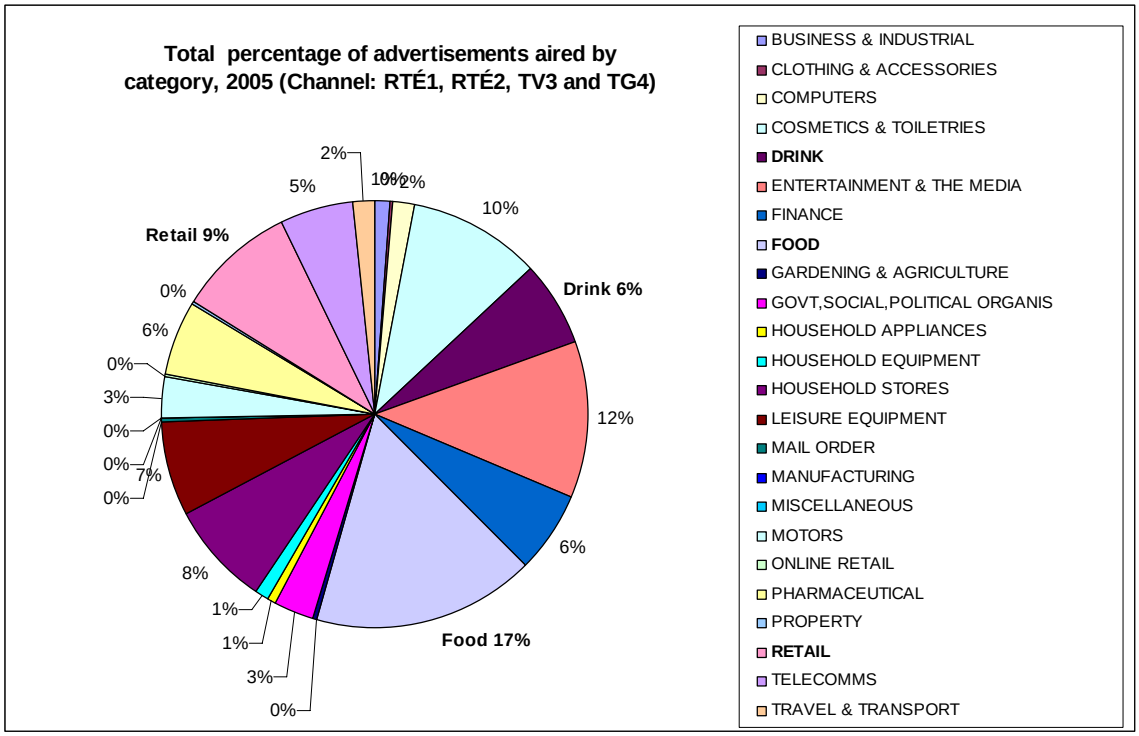


Diagram 1.2.

Total percentage of advertisements aired by category, 2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



Information presented reveals the following. Of the categories advertised, 'food' constituted fifteen per cent of all advertisements on 'total TV'. It made up seventeen per cent of advertisements on the four indigenous channels.

1.3. Total ratings for the categories of 'food', 'retail' and 'drink'

Advertisements broadcast were considered in the three relevant categories of 'food', 'retail' and 'drink'. Each displays the number of total ratings (TVRs); that is, television ratings achieved by each of these categories over the three year period analysed.[7] In addition, these ratings are shown for three audience divisions: all individuals; children (age 4-14) and those aged 4-17. The latter categories are in line with the Broadcasting Commission of Ireland's (BCI) agreed classification of what constitutes 'a child' in the *Children's Advertising Code.*[8] Ratings are based on all day viewing.

[7] The glossary to this report states that 'TVR (Television Rating) refers to the average percentage of the target audience who are watching a particular programme. For example, if a programme achieved a children's rating of 12.5, this means that 12.5% of all children viewed that programme.'

[8] Broadcasting Commission of Ireland (2005), *Children's Advertising Code*, Dublin: BCI, 4.

Table 1.2.
'Food': total number of ratings (TVRs) by audience,
2003-2005
(Channels: total television and the four Irish television stations)

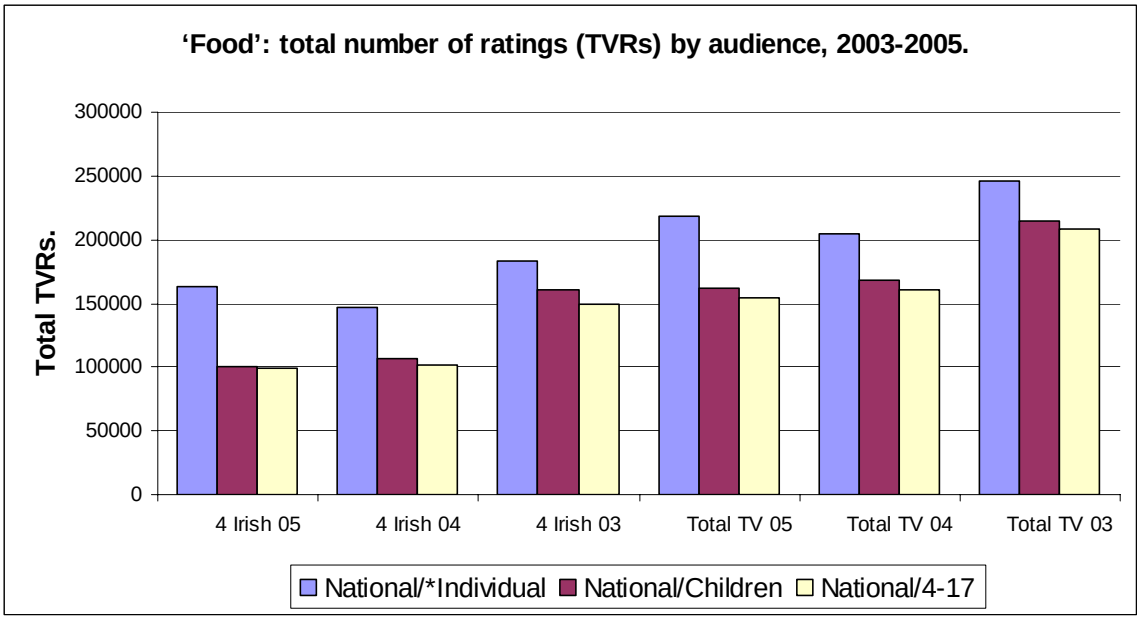


Table 1.3.

'Retail': total number of ratings (TVRs) by audience,
2003-2005
(Channels: total television and the four Irish television stations)

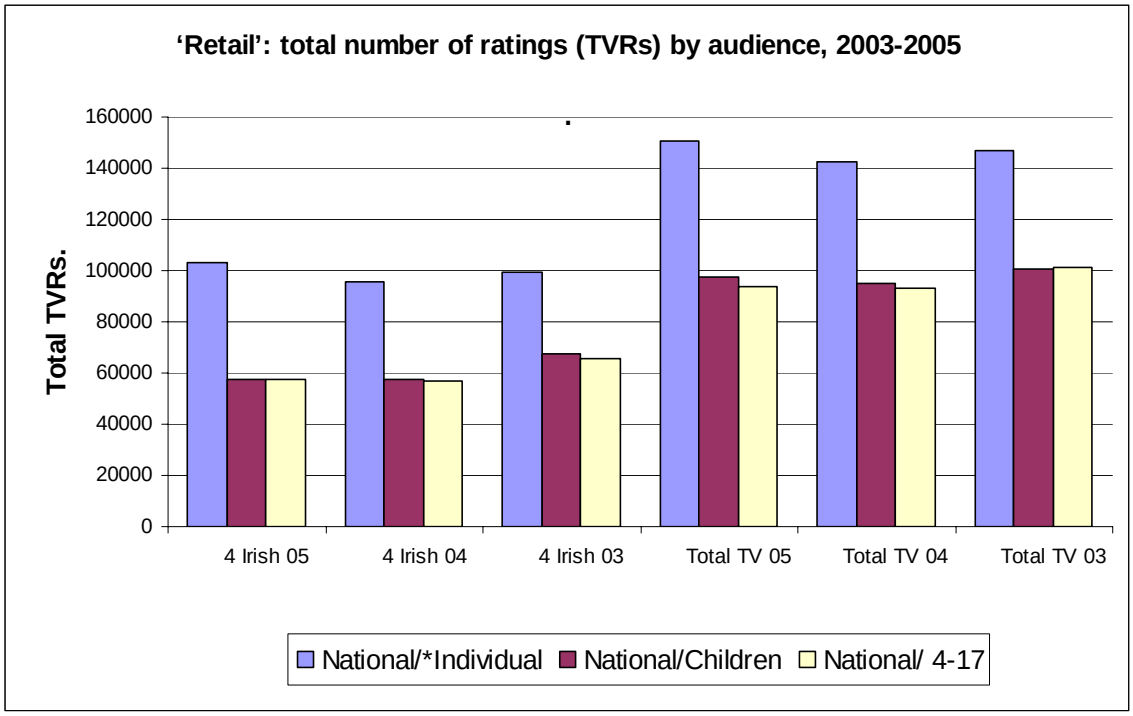
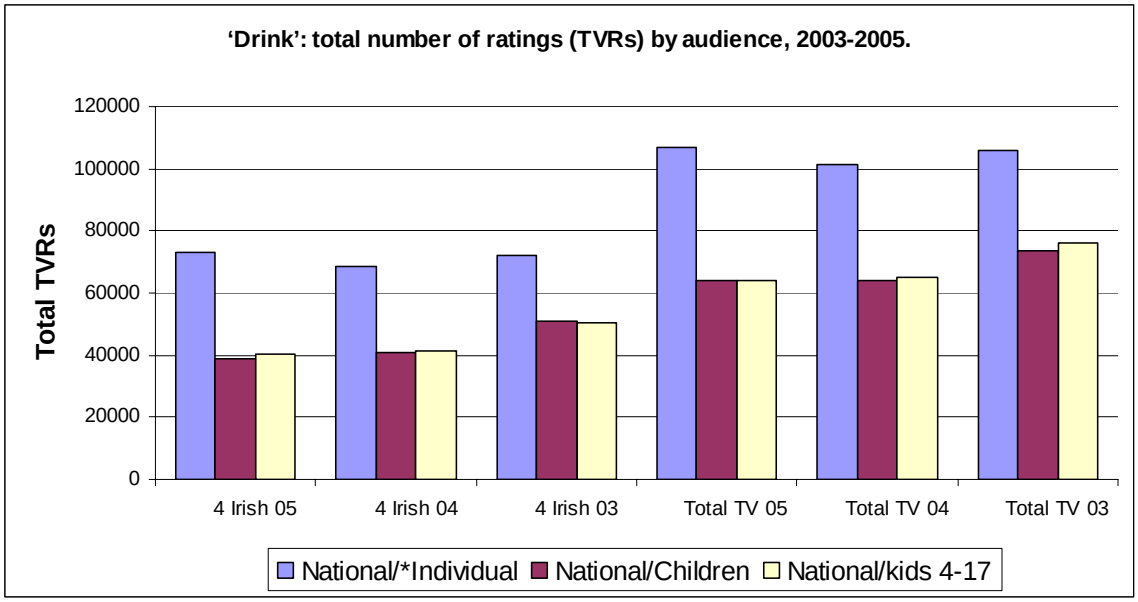


Table 1.4.
'Drink': total number of ratings (TVRs) by audience,
2003-2005
(Channels: total television and the four Irish television stations)



1.4. Category review: 'food'

The category of 'food' can be broken into a number of subcategories. These are as follows:

- bakery goods;
- confectionery;
- cooking products and seasoning;
- dairy products and substitutes;
- drinks and beverages;
- fruit, vegetables, pasta;
- meat, fish and poultry;
- prepared and convenience foods;
- food – sponsorship;
- food – corporate.

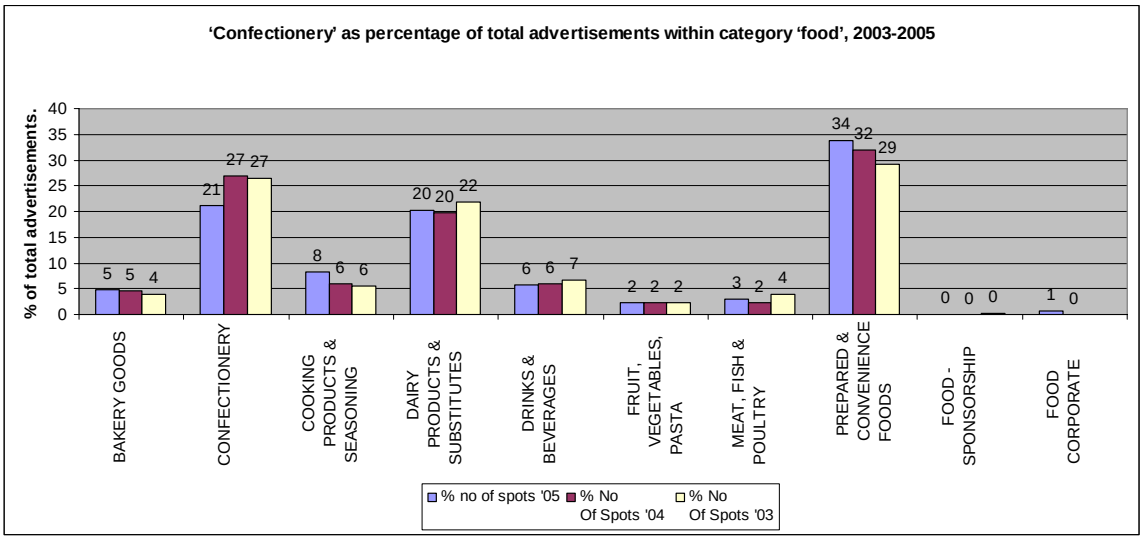
Such subdivision allows for 'confectionery' to be considered separately from other subcategories such as 'dairy products and substitutes' and 'bakery goods'.[9] Tables

[9] BCI (2005), *Children's Advertising Code*, Dublin: BCI, 16: 'Children's advertising for confectionery products must display an acoustic or visual message stating 'snacking on sugary foods and drinks can damage teeth'. 'Confectionery' in this instance includes sugar, honey, preserves, chocolate, chocolate covered bars (excluding biscuits), non-chocolate confectionery – e.g. cereal bars – and artificial sweeteners.' Carbonated drinks are include with the exception of water.'

provided look at both the total number of advertisements broadcast and at what percentage of that total each subcategory was comprised of. This allows two perspectives to be produced vis-à-vis 'confectionery'. Firstly, it allows for one to consider the percentage of such advertisements in the broader context of all food advertising. And secondly, it shows the level of advertising devoted to 'confectionery' over a three year period.[10]

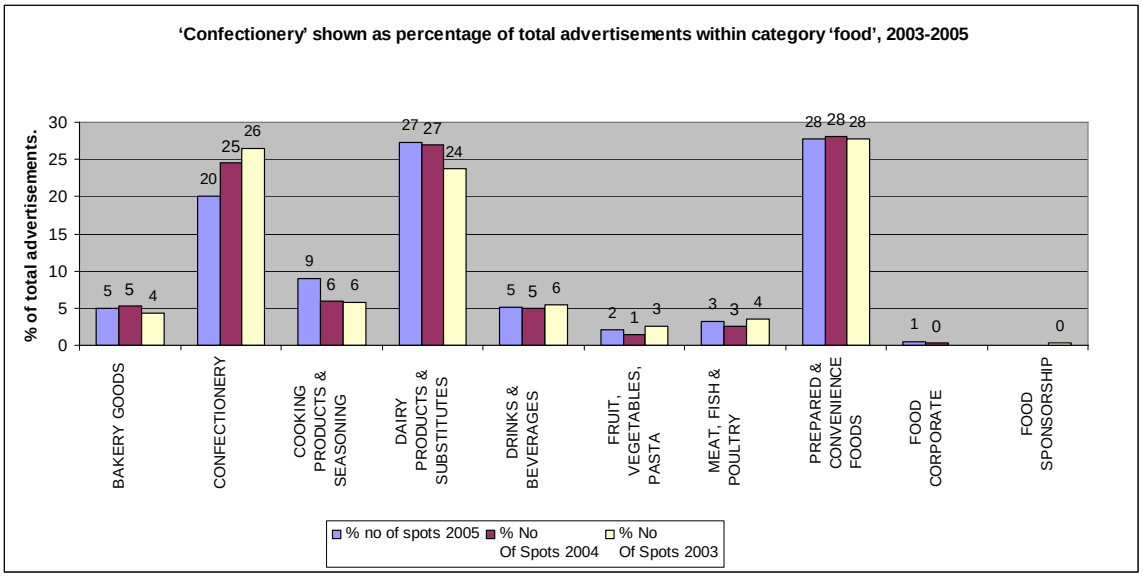
Table 1.5.

'Confectionery' as a percentage of total advertisements
within category 'food', 2003-2005
(Channel: total television)



[10] Figures are based on all day viewing (0300-2659) for the audience all individuals.

Table 1.6.
'Confectionery' as a percentage of total advertisements
within category 'food', 2003-2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.4.1. 'Confectionery' as a sub-group of 'food'

Food advertisements devoted to confectionery can be considered in more detail. Consequently, it is possible to break this umbrella term into a number of sub-groups which can be outlined as follows:

- cereal bars;
- chewing gum;
- chocolate bars and counter lines;
- chocolates – boxed;
- chocolate – other;
- confectionery – general;
- ice cream and ice lollies;
- mixed/general confectionery;
- sugar confectionery.

Such division allows for tables to be produced to illustrate the level of advertising for each sub-group over the three years specified. The following tables show results for total television and for the four indigenous television channels. Results are provided in percentages and in real terms.

Table 1.7.

'Confectionery': percentage of advertisements by sub-group, 2003-2005
(Channel: total television)

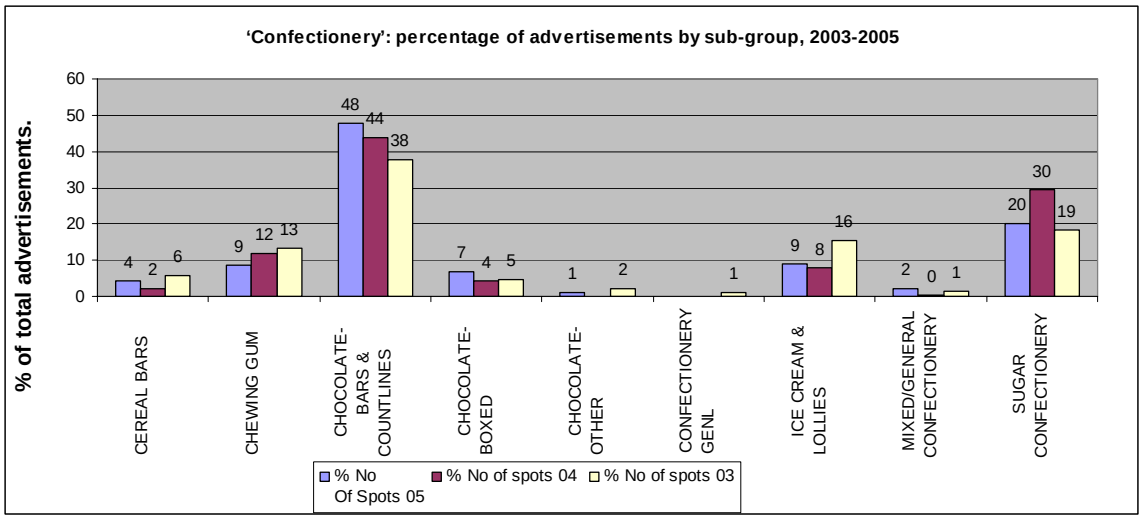


Table 1.8.

'Confectionery': total advertisements aired by sub-group, 2003-2005
(Channel: total television)

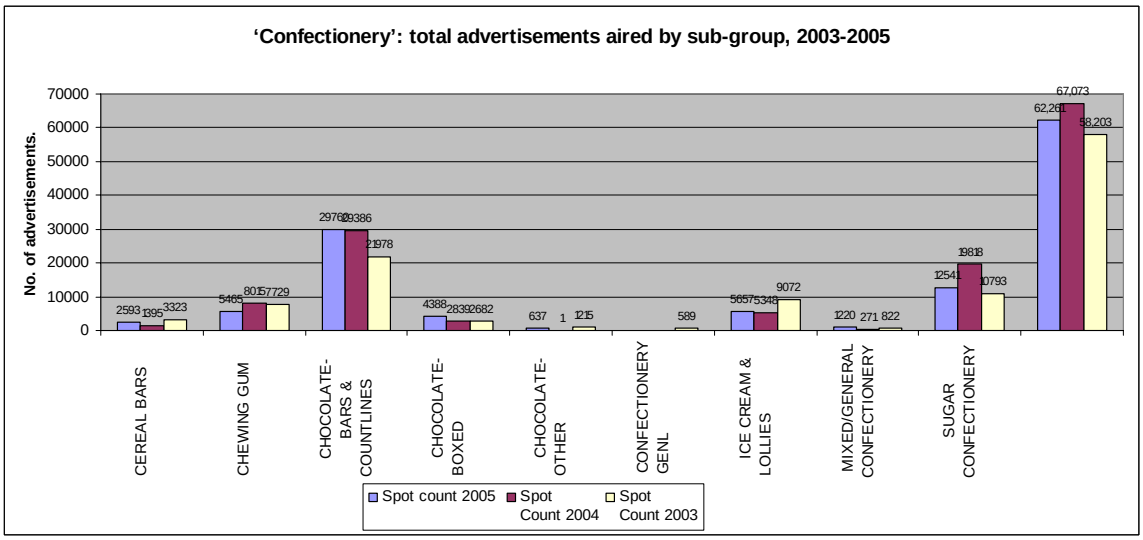


Table 1.9.

'Confectionery': percentage of advertisements aired by sub-group, 2003-2005

(Channel: RTÉ1, RTÉ2, TV3 and TG4)

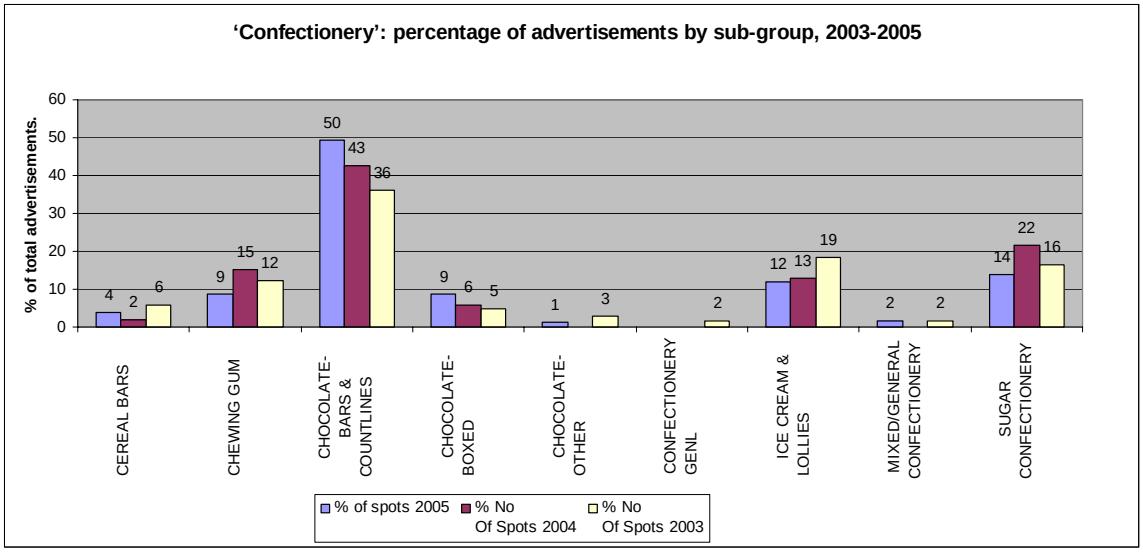
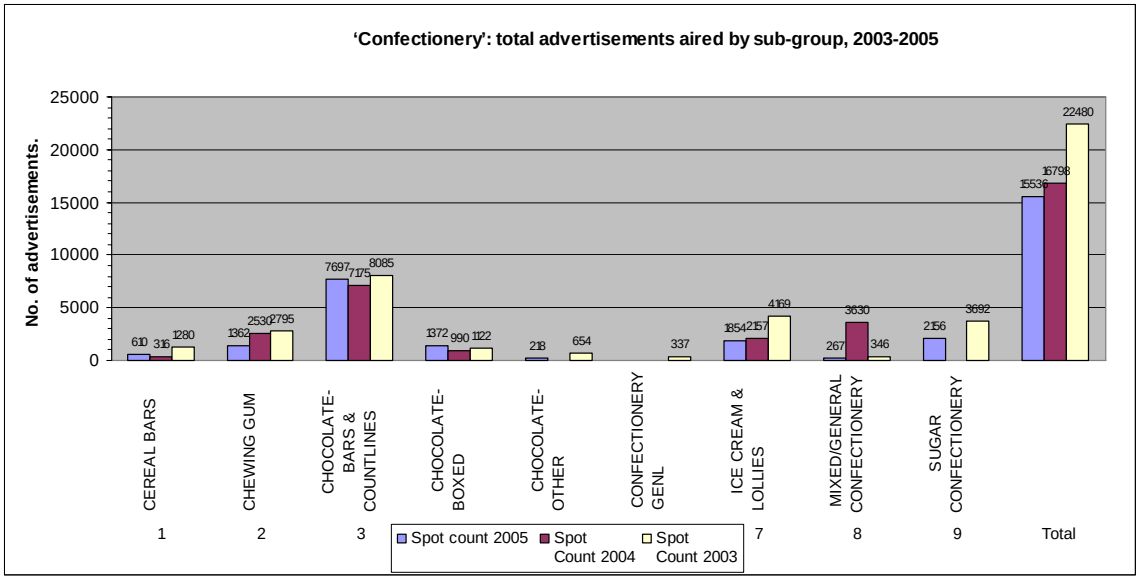


Table 1.10.
'Confectionery': total advertisements aired by sub-group,
2003-2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.4.2. Advertising for 'confectionery' shown by time of day

Advertising for 'confectionery' was broken up over the day parts which comprise a broadcast day.[11] [12]Such information reveals when the maximum and minimum advertising of such products occur. Figures were generated for total television and for the four Irish television stations. Data for the years 2003 to 2005 is provided hereunder.

[11] AGB Nielsen Media Research classify the day as 0300-2659.

[12] The glossary to this report stated that 'Day-part means a particular time of day. Within the AGB NMR, the day is broken up into particular day-parts so checks can be made regarding how many people were watching at particular time; for example, peak time Monday to Friday from 1800-2359.

Table 1.11.

'Confectionery': percentage of advertisements shown by time of day,
January to December 2003
(Channel: total television)

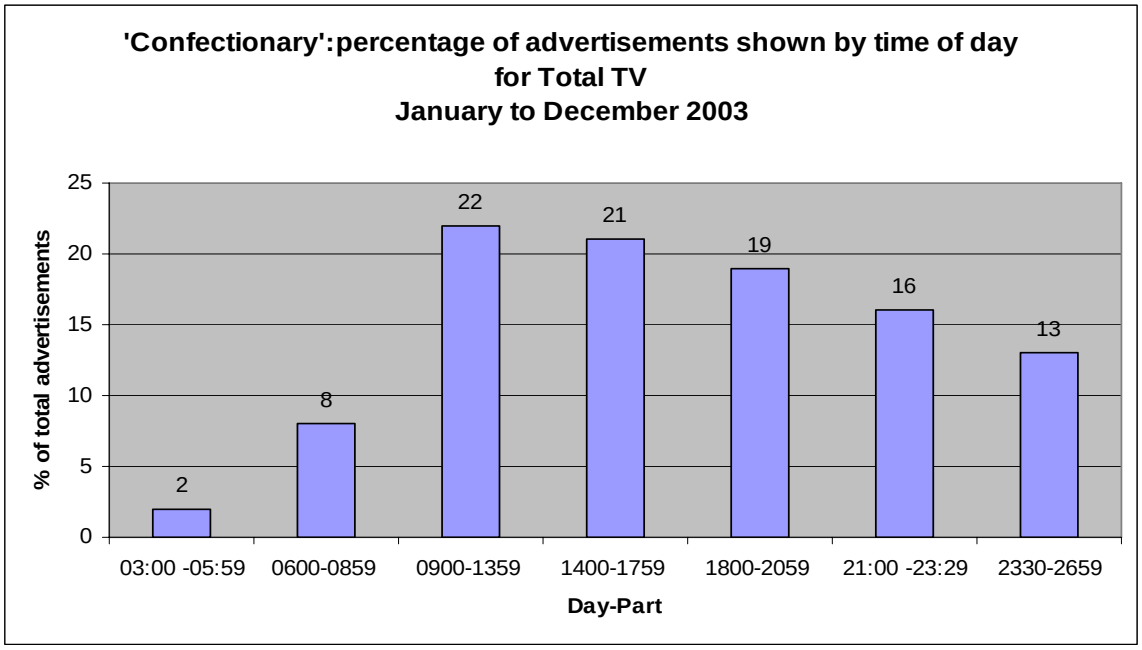


Table 1.12.

'Confectionery': percentage of advertisements shown by time of day,
January to December 2003
(Channels: RTÉ 1, RTÉ 2, TV 3, TG 4)

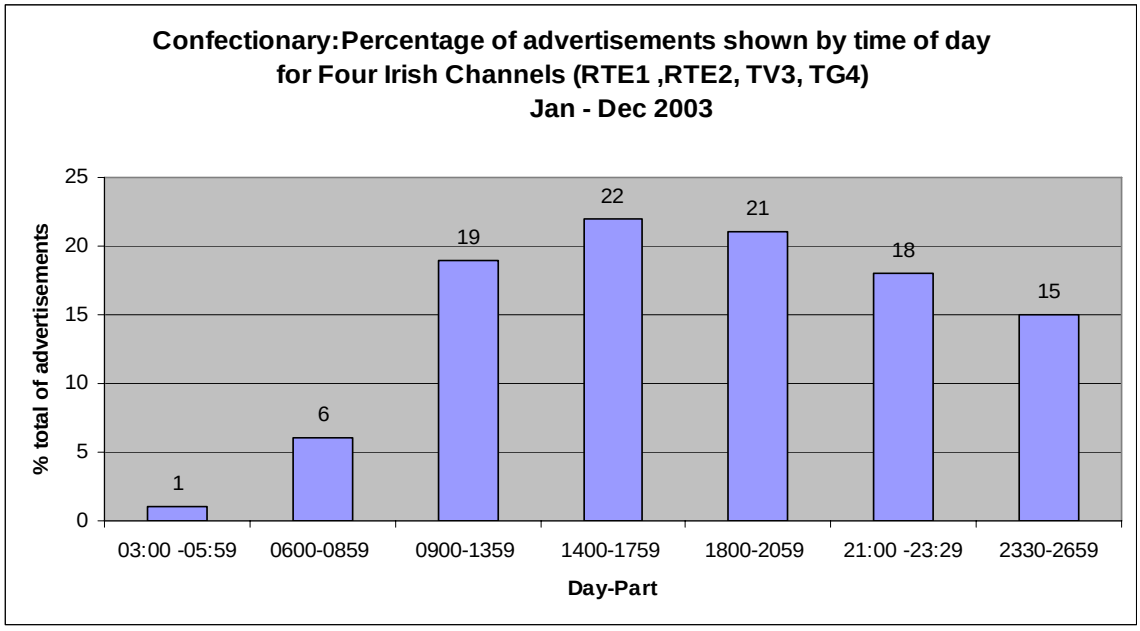


Table 1.13.

'Confectionery': percentage of advertisements shown by time of day,
January to December 2004
(Channel: total television)

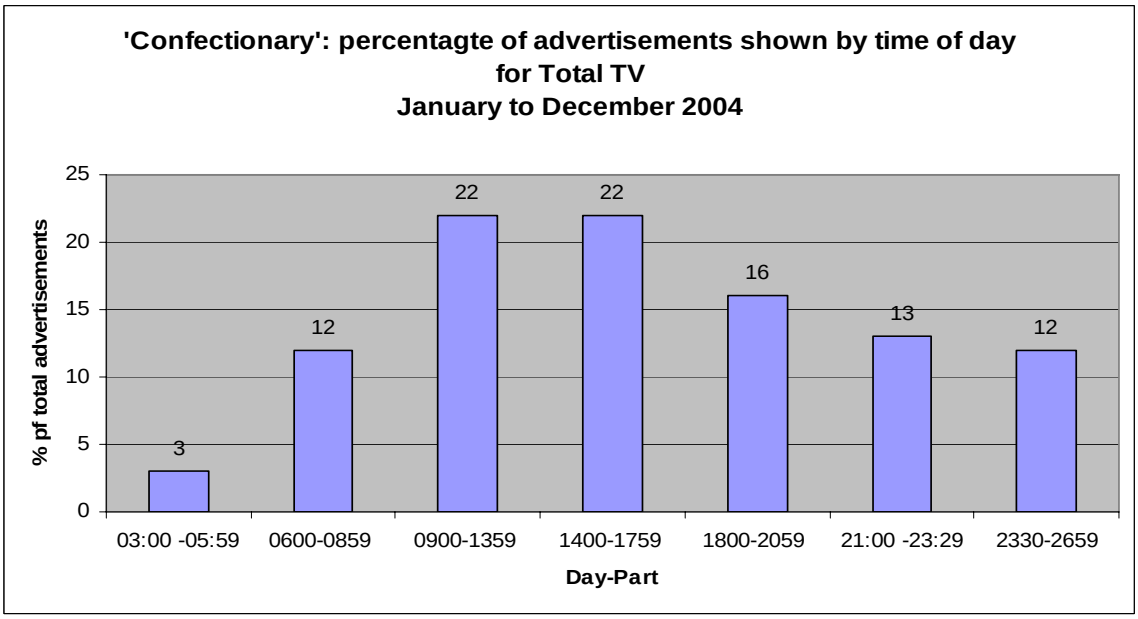


Table 1.14

'Confectionery': percentage of advertisements shown by time of day,
January to December 2004
(Channels: RTÉ 1, RTÉ 2, TV3, TG4)

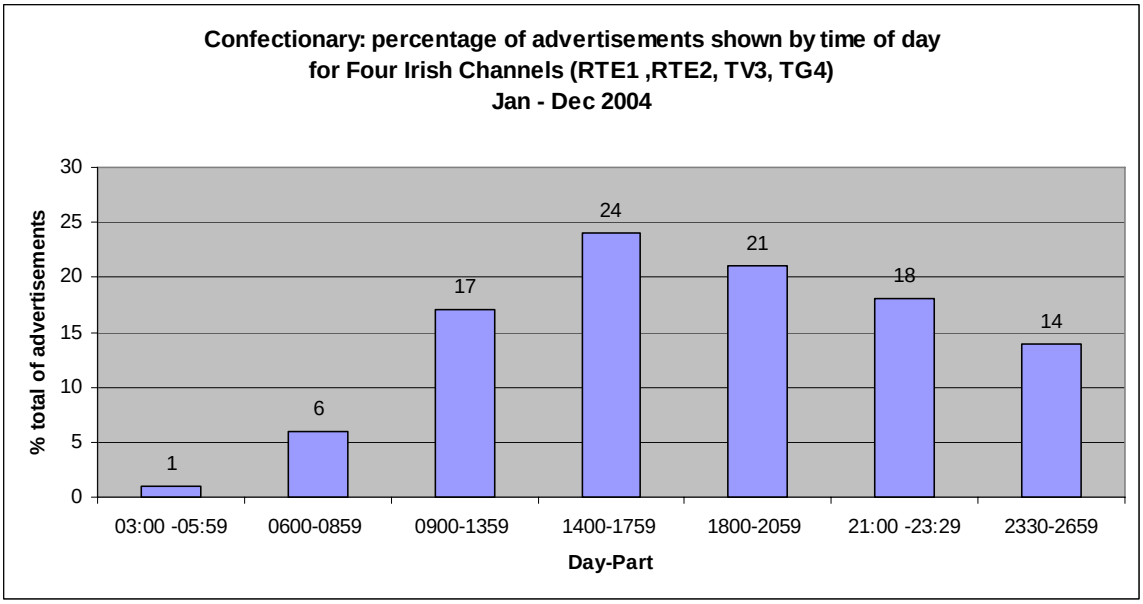


Table 1.15.

'Confectionery': percentage of advertisements shown by time of day,
January to December 2005
(Channel: total television)

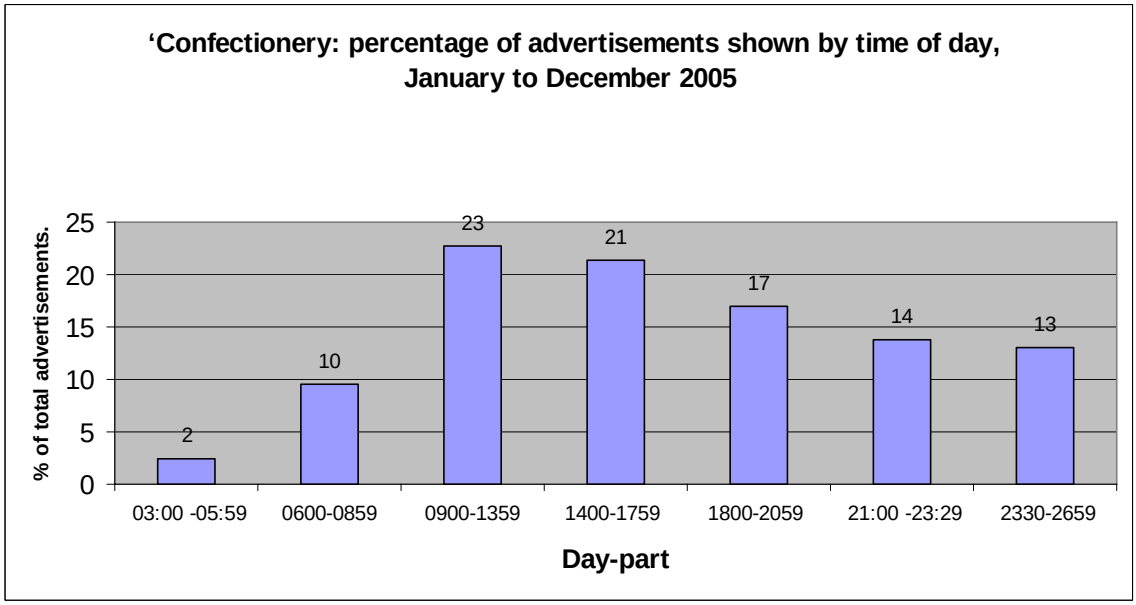
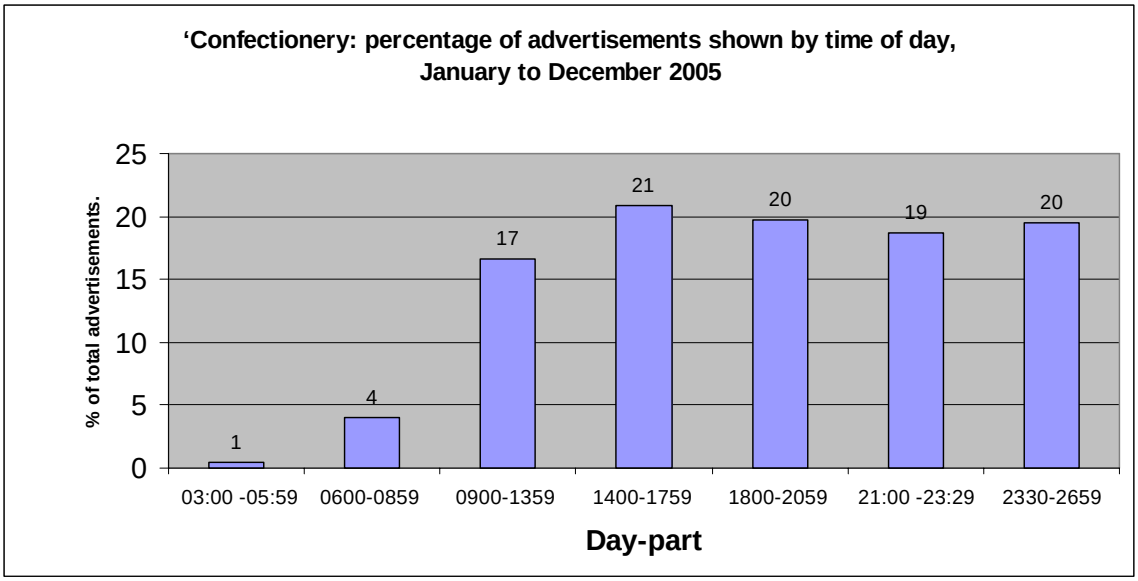


Table 1.16.
'Confectionery': percentage of advertisements shown by time of day,
January to December 2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.5. Category review: 'retail outlets'

'Retail outlets' was another subcategory of the television advertisements considered. This could be divided into a number of sub-groups. For the present statistical purposes, these are:

- entertainment and leisure;
- fashion;
- household;
- retail - general;
- retail - sponsorship;
- retail - corporate.

The 'entertainment and leisure' sub-group is relevant in this regard. 'Chain restaurants' fall under this heading and these restaurants include fast food outlets.[13] Figures are now presented for 'entertainment and leisure' as a percentage of advertising for retail over the

[13] BCI (2005), *Children's Advertising Code*, Dublin: BCI, 14: 'All children's advertising for fast food products, outlets and/or brands must display an acoustic or visual message stating 'should be eaten in moderation and as part of a balanced diet.' 'Fast food' is defined as 'food coming under the recognised character of fast food and/or inexpensive cooked food which is prepared and served quickly and is readily accessible for purchase by children.' It is not the intention of the definition to include prepared and convenience foods or food which is purchased for preparation and cooking in the home. Fast food in this instance does not refer to the actual amount of time required to cook the food but rather the speed and ease with which the food can be procured and consumed.'

three years specified. These are provided for total television and for the combined totals of the four Irish television stations. Figures provided are based on all day viewing (0300-2659).

Table 1.17.

'Entertainment and leisure' as a percentage of total advertisements within category 'retail', 2003-2005
(Channel: total television)

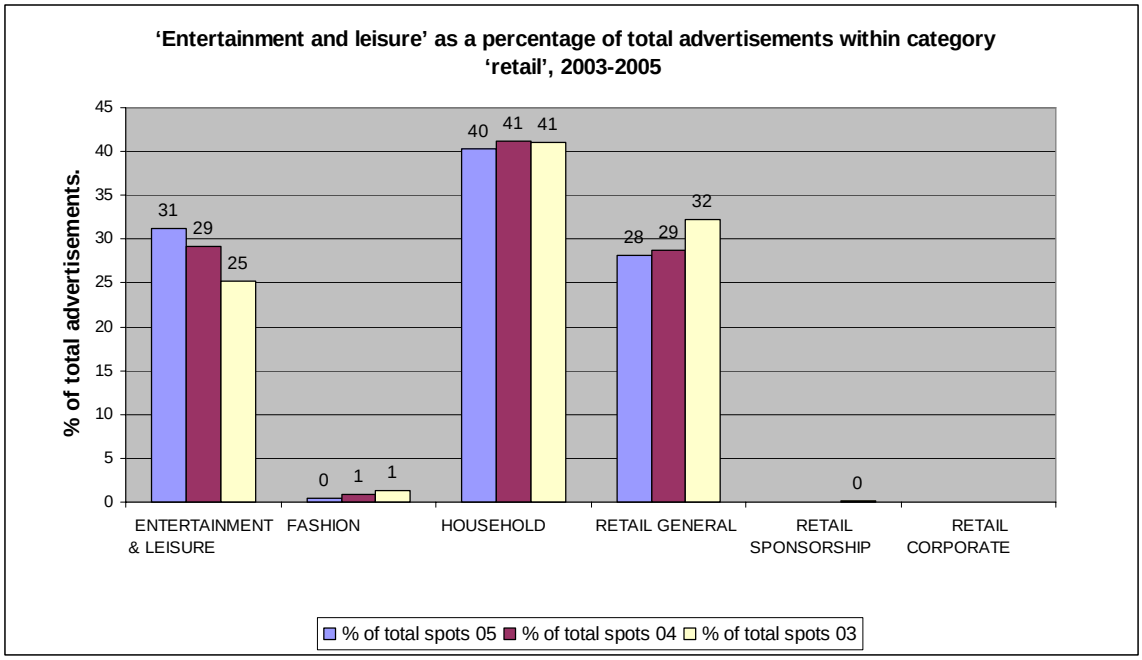
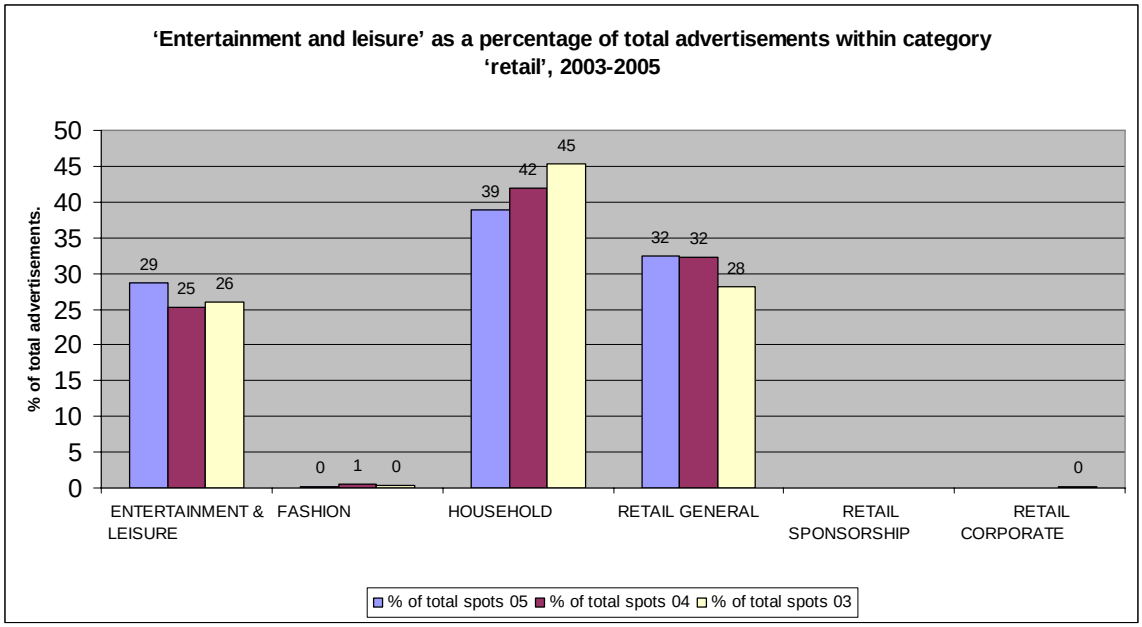


Table 1.18.
'Entertainment and leisure' as a percentage of total advertisements
within category 'retail', 2003-2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.5.1. 'Chain restaurants' as a sub-group of 'entertainment and leisure'

To facilitate more in-depth analysis, it is possible to divide this sub-group. The results of such division are as follows:

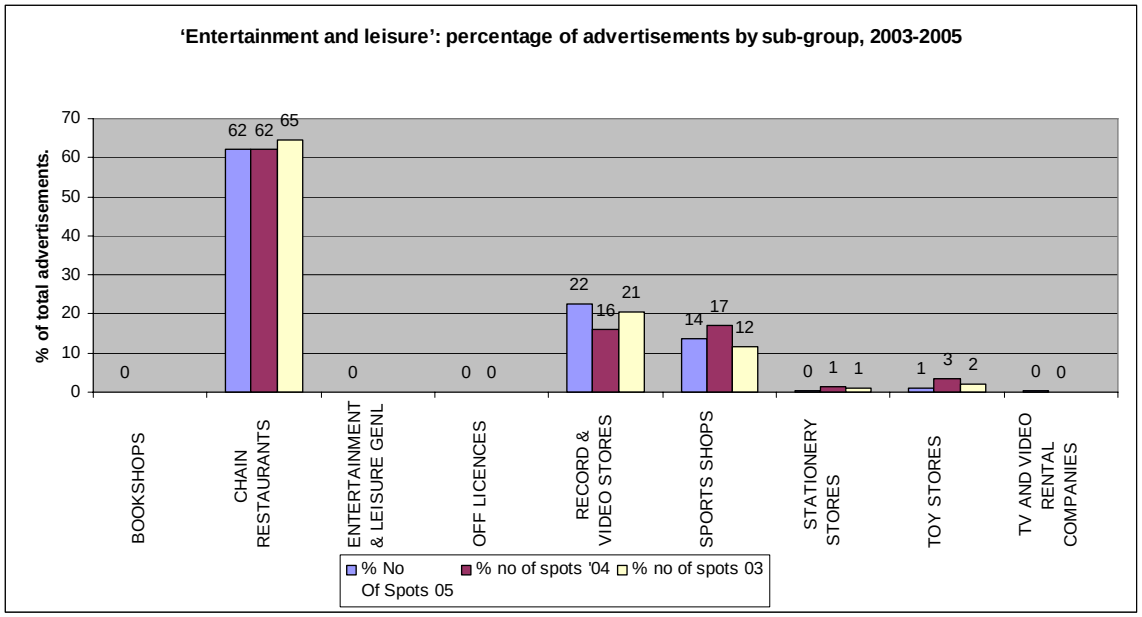
- bookshops;
- chain restaurants;
- entertainment and leisure (general);
- off licences;
- record and video shops;
- sports shops;
- stationary shops;
- toy shops;
- television and video rental companies.

Relevant here is the subgroup of 'chain restaurants' as fast food outlets fall within this boundary. Figures are now presented for advertising for 'chain restaurants' within the context of other subgroups of the 'entertainment and leisure' category. These are provided for total television for all day viewing percentages and in real terms. This approach is mirrored for the combined viewing of indigenous channels.

Table 1.19

'Entertainment and leisure': percentage of advertisements by sub-group, 2003-2005[14]

(Channel: total television)

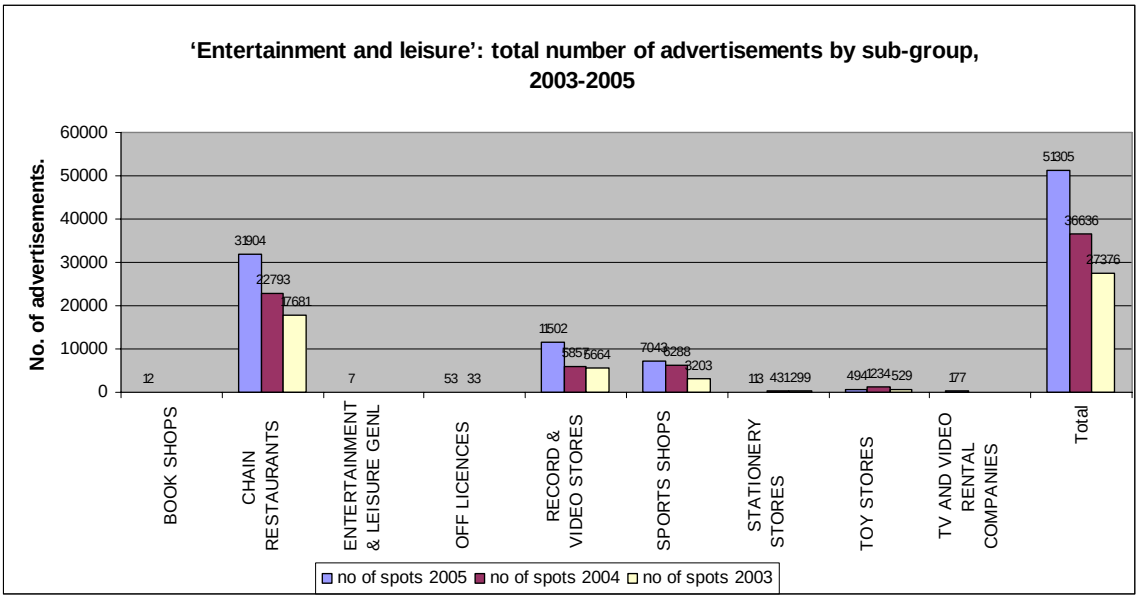


[14] This includes fast food outlets under the heading 'chain restaurants'.

Table 1.20.

'Entertainment and leisure': total number of advertisements by sub-group, 2003-2005[15]

(Channel: total television)

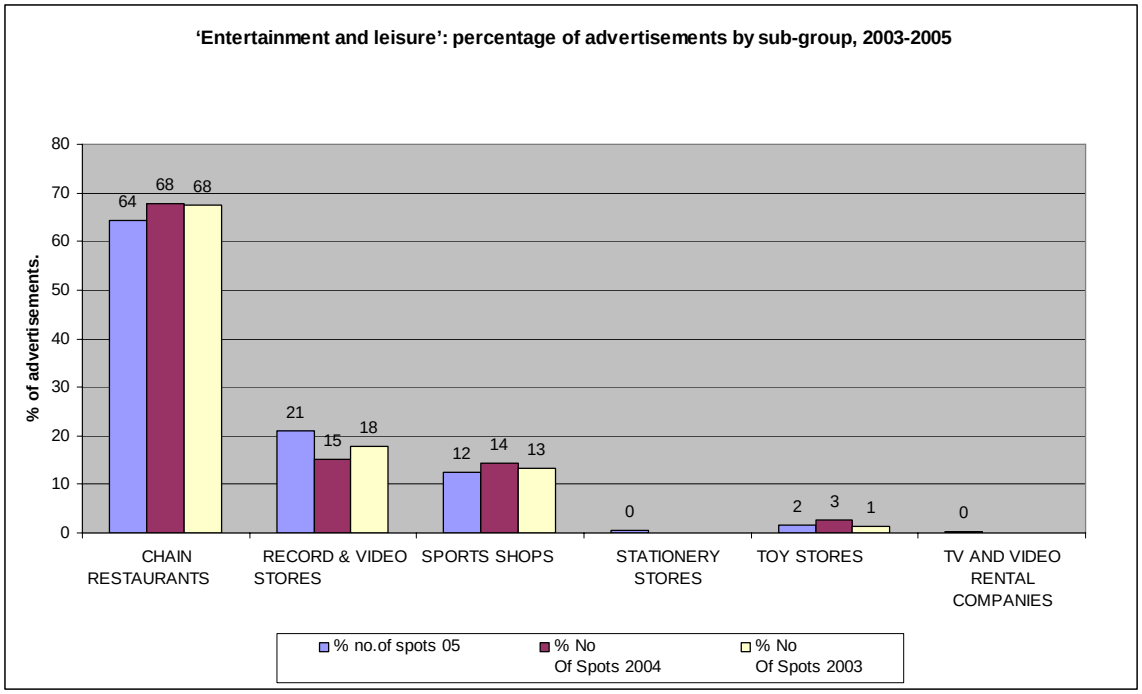


[15] This includes fast food outlets under the heading 'chain restaurants'.

Table 1.21.

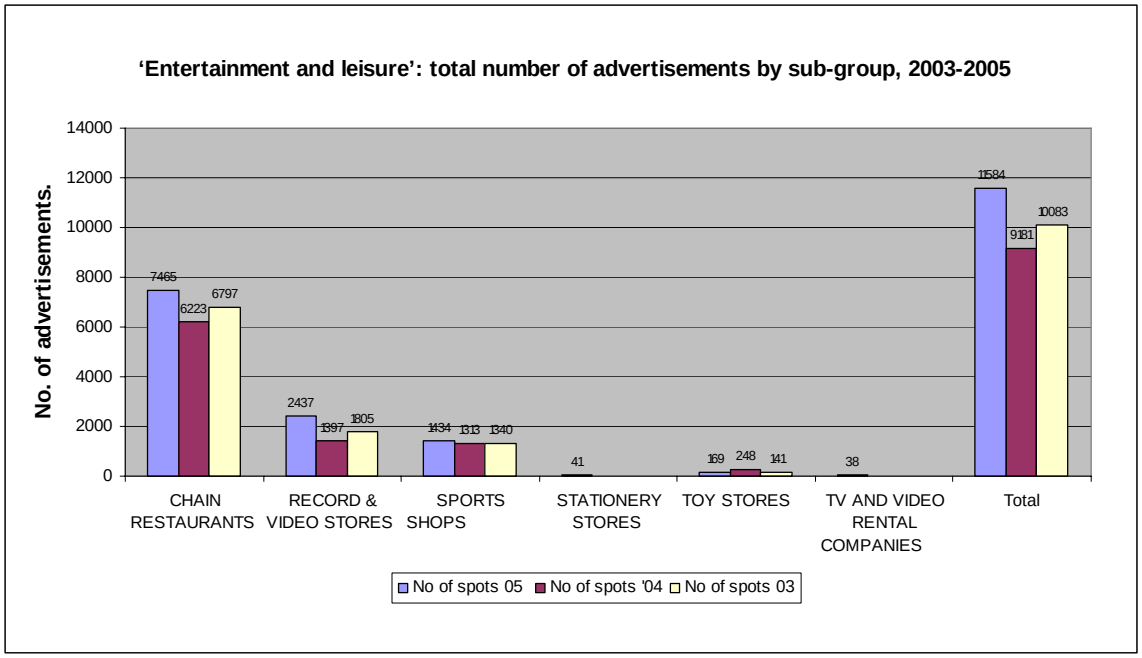
'Entertainment and leisure': percentage of advertisements by sub-group, 2003-2005[16]

(Channel: RTÉ1, RTÉ2, TV3 and TG4)



[16] This includes fast food outlets under the heading 'chain restaurants'.

Table 1.22.
'Entertainment and leisure': total number of advertisements by sub-group, 2003-2005[17]
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.5.2. 'Entertainment and leisure' advertisements as broadcast during the day

Advertisements broadcast in the 'entertainment and leisure' category can be cross-tabulated by day-part. This illustrates the time of day when such advertisements are most likely, and least likely, to appear. Information is provided for total television and for the four Irish television stations.

[17] This includes fast food outlets under the heading 'chain restaurants'.

Table 1.23.

'Entertainment and leisure': percentage of advertisements by time of day, January to December 2005
(Channel: total television)

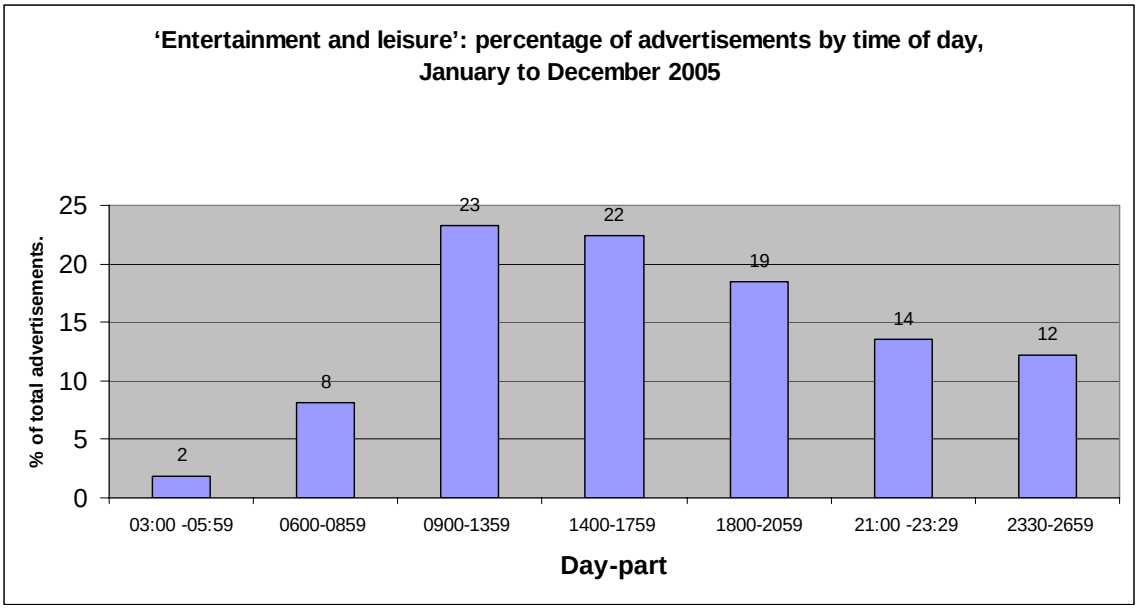
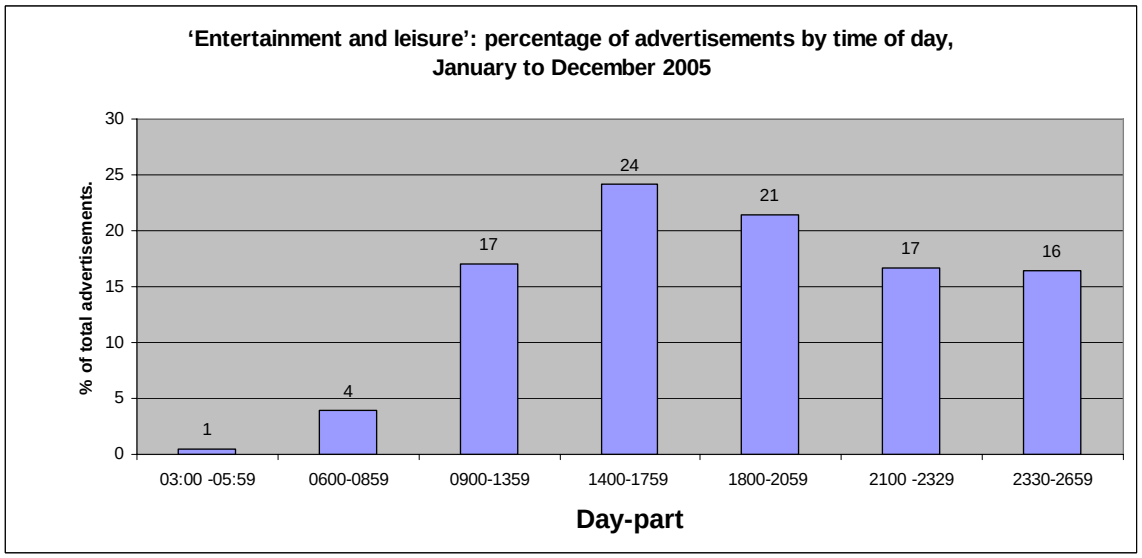


Table 1.24.

'Entertainment and leisure': percentage of advertisements by time of day, January to December 2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.5.3. Advertisements for 'chain restaurants' as broadcast over the day

As part of the sub-category of 'entertainment and leisure', 'chain restaurants' could be discerned as a separate sub-group. Advertisements for fast food outlets fall within this classification. Tables presented below cross-tabulate this sub-group with day-part, thus showing the distribution of such advertising over the broadcast day 0300-2659. Information is presented for total television and for the four Irish stations. Data for the years 2003 to 2005 are presented hereunder.

Table 1.25.

'Chain restaurants': percentage of advertisements shown by time of day,
January to December 2003
(Channel: total television)

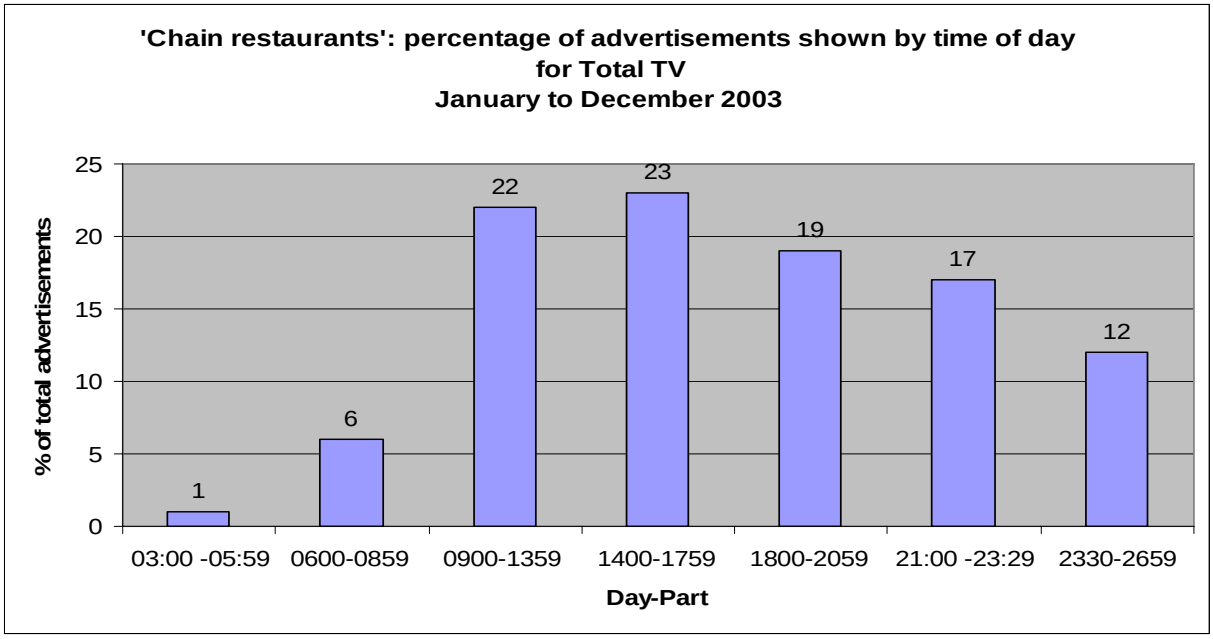


Table 1.26.

'Chain restaurants': percentage of advertisements shown by time of day, January to December 2003
(Channels: RTÉ 1, RTÉ 2, TV3, TG4)

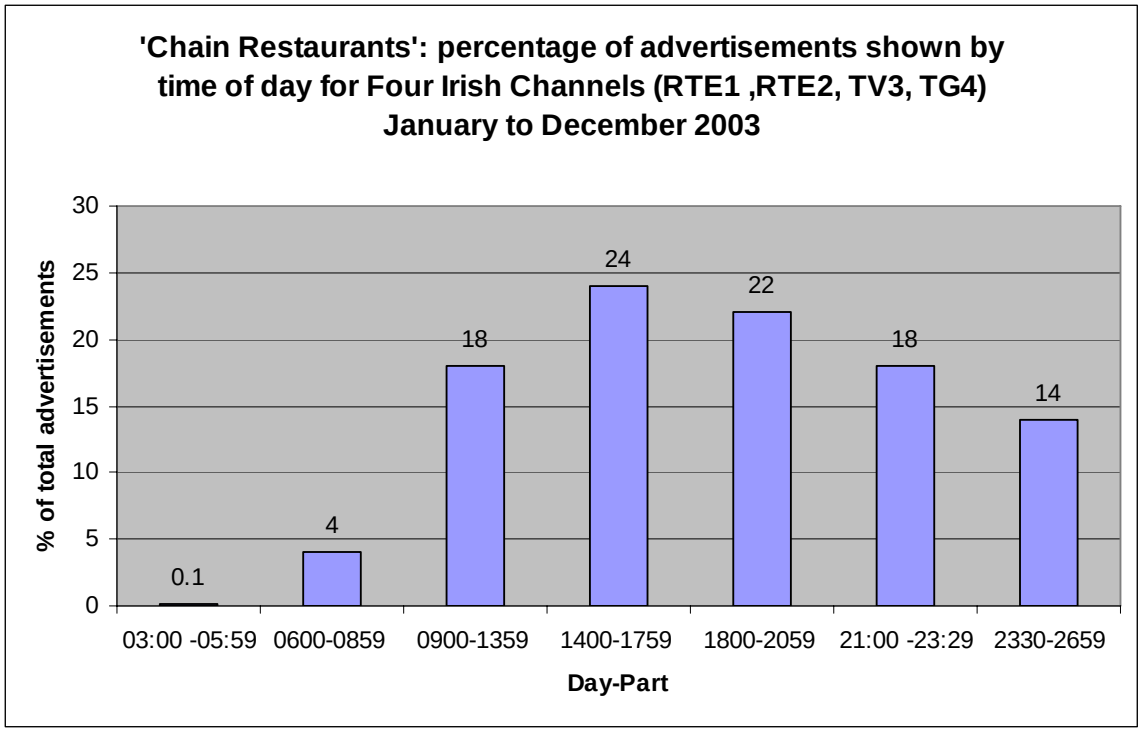


Table 1.27.

'Chain restaurants': percentage of advertisements shown by time of day,
January to December 2004
(Channel: total television)

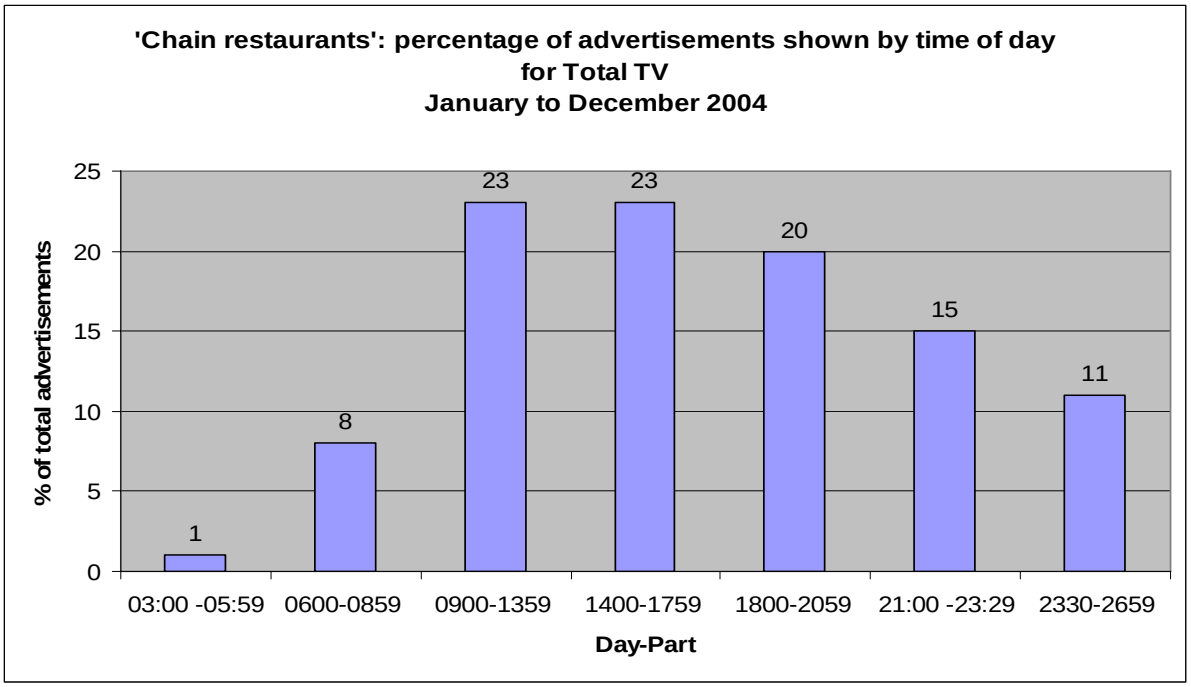


Table 1.28

'Chain restaurants': percentage of advertisements shown by time of day,
January to December 2004
(Channels: RTÉ 1, RTÉ 2, TV3, TG4)

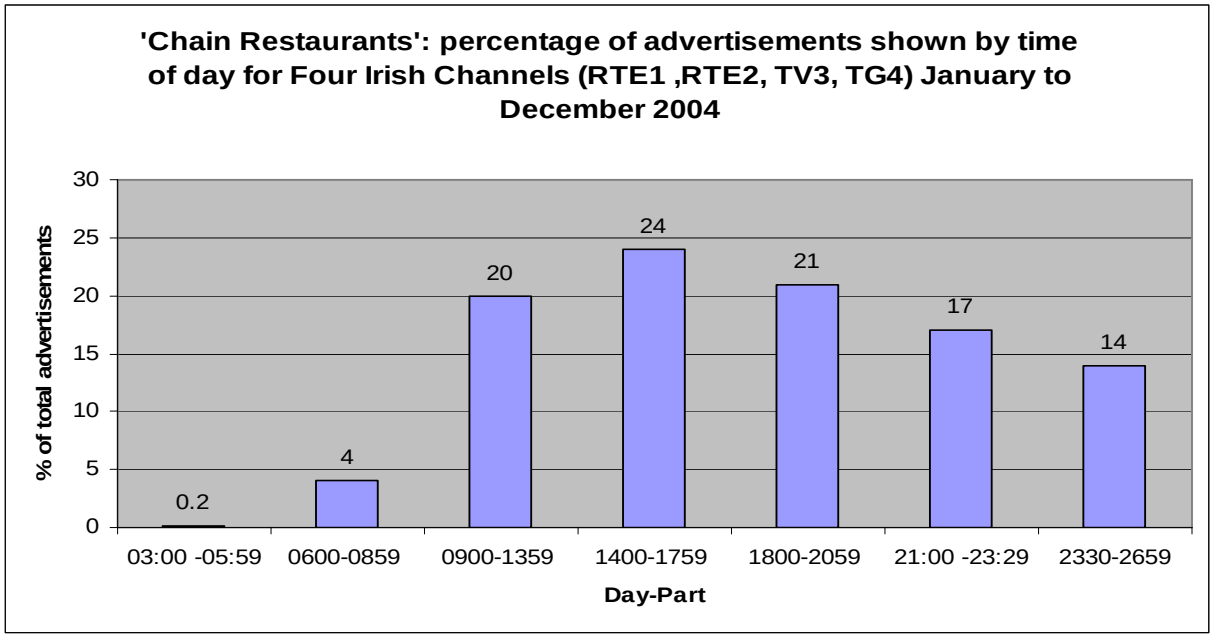


Table 1.29.

'Chain restaurants': percentage of advertisements by time of day,
January to December 2005
(Channel: total television)

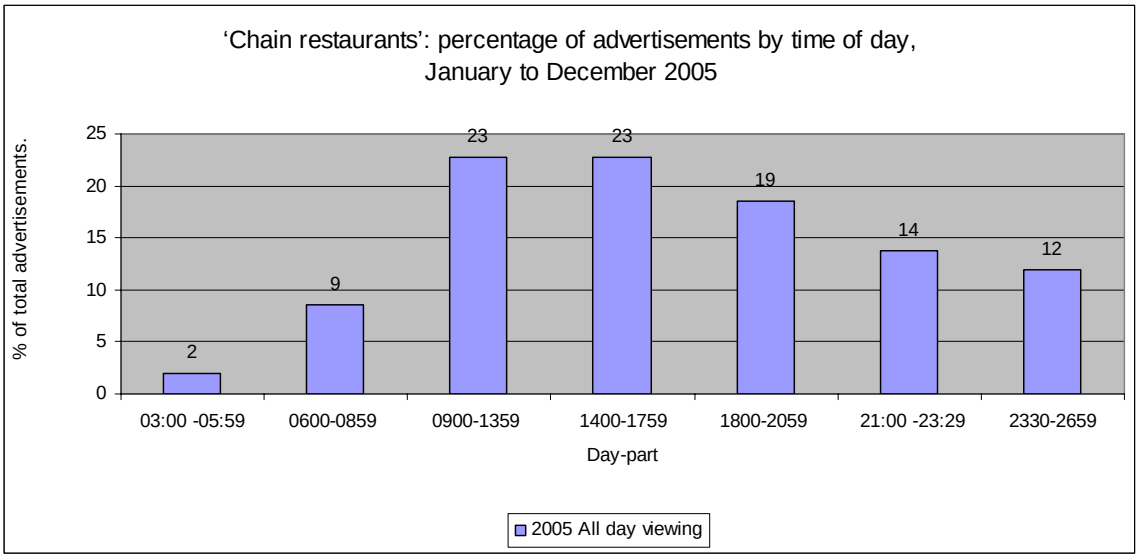
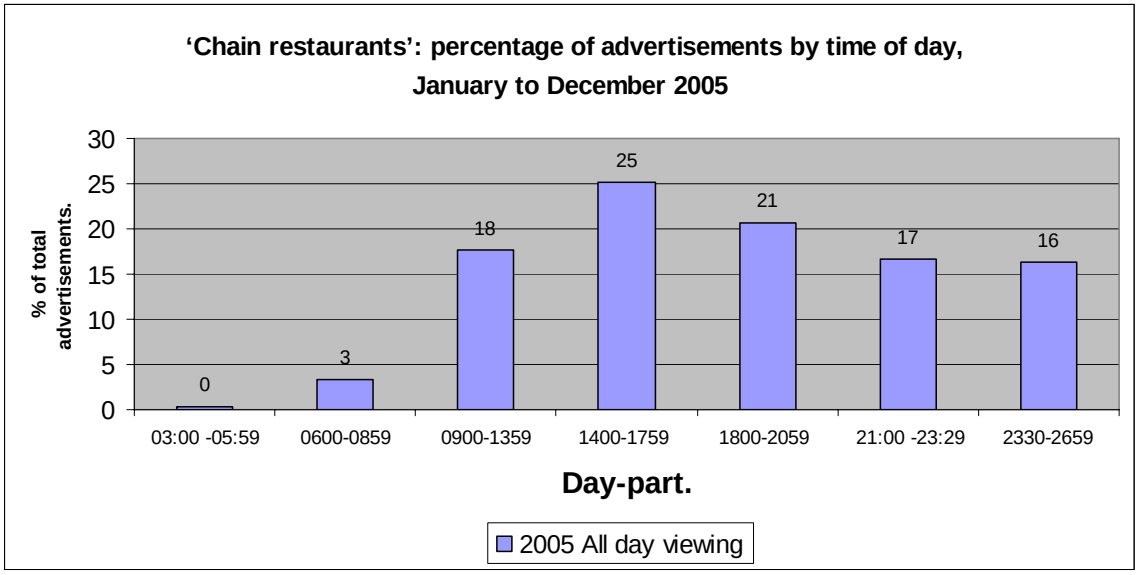


Table 1.30.
'Chain restaurants': percentage of advertisements by time of day,
January to December 2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.6. Category review: 'drink'

The category of 'drink' can be subdivided allowing observations to be made vis-à-vis certain types of drink. Broad and specific approaches can be adopted in this respect. Data generated is now considered from these two perspectives.

1.6.1. Broad divisions within category of 'drink'

In broad terms, the category of 'drink' can be divided into three sections. These are as follows:

- alcoholic drinks;
- soft drinks;[18]
- drinks sponsorship.

'Drink' and its sub-sections have been considered over the three year period 2003-2005. Looking at the broad categories of 'drink' identified above, it is possible to determine the total number of advertisements aired. In addition, it is possible to generate a percentage of that total which each group makes up. Information is provided for both total television and for the four Irish television stations. Figures are based on all day viewing (0300-2659) for the audience 'all individuals'.

[18] BCI (2005), *Children's Advertising Code*, Dublin: BCI, 16: In its definition of 'confectionery', the BCI states that 'Carbonated drinks are included with the exception of water.'

Table 1.31.

'Soft drinks' as a percentage of total advertisements within category 'drink', 2003-2005

(Channel: total television)

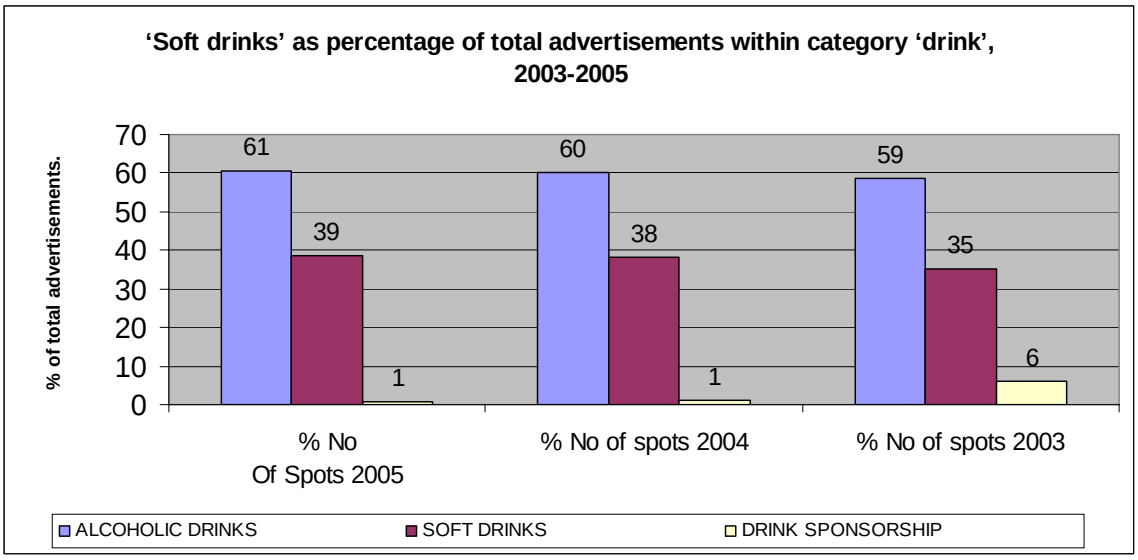
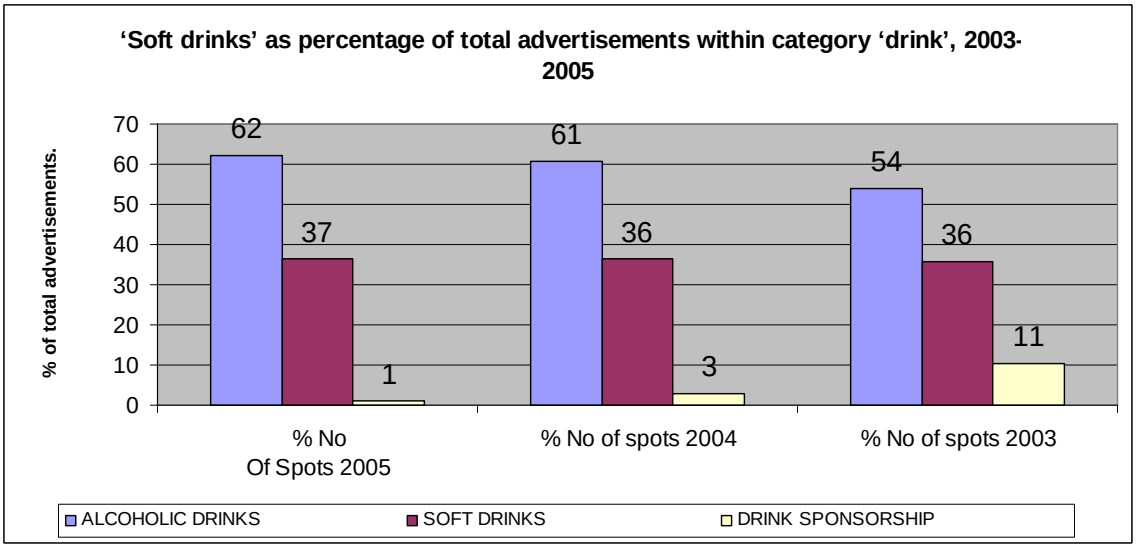


Table 1.32.

'Soft drinks' as a percentage of total advertisements within category 'drink', 2003-2005

(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.6.2. Division of the sub-category 'soft drinks'

The category of 'soft drinks' can be further divided. What follows are the main sub-groups arising:

- cordials;
- fruit juices/still fruit drinks;
- mineral water;
- other carbonated;
- soft drinks - mixer;
- soft drinks - general.

Such subdivision facilitates a determination of the total number of advertisements aired. In addition, it is possible to generate a percentage of that total which each group makes up. Information is provided for both total television and for the four Irish television stations. Figures are based on all day viewing (0300-2659) for the audience 'all individuals'. In this instance, 'carbonated soft drinks' is comprised of two sub-groups: 'soft drinks general' and 'other carbonated.'

Table 1.33.

'Soft drinks': percentage of advertisements aired by sub-group, 2003-2005

(Channel: total television)

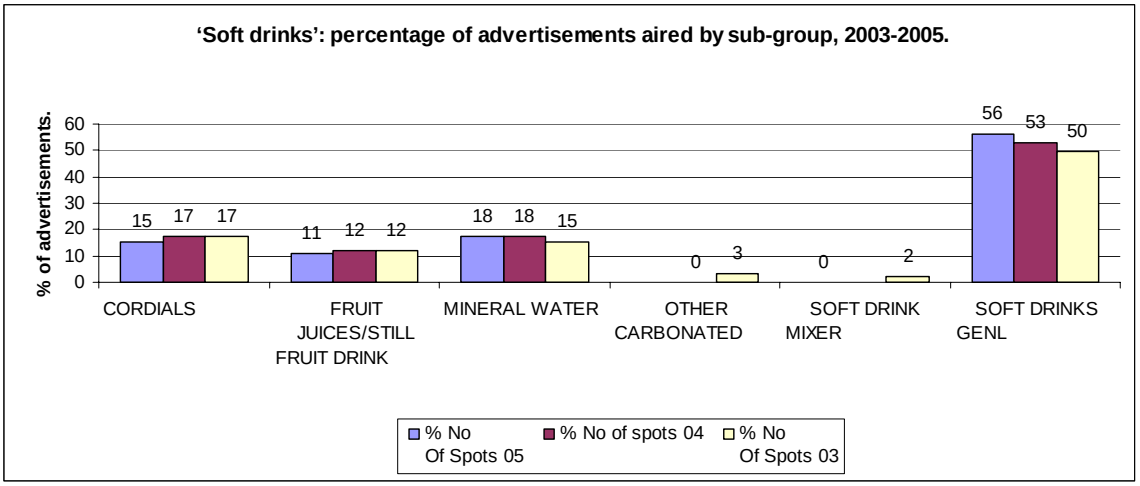


Table 1.34.

'Soft drinks': total number of advertisements aired by sub-group, 2003-2005

(Channel: total television)

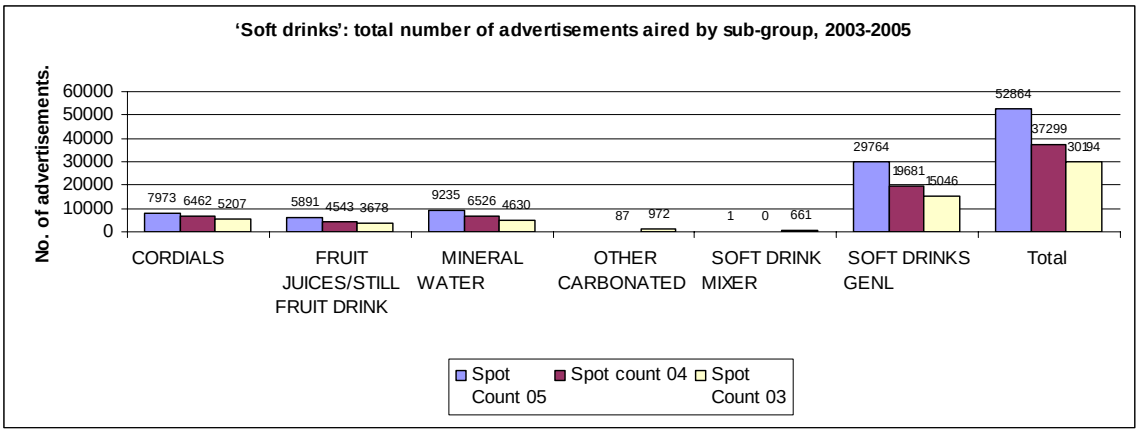


Table 1.35.

'Soft drinks': percentage of advertisements aired by sub-group, 2003-2005

(Channel: RTÉ1, RTÉ2, TV3 and TG4)

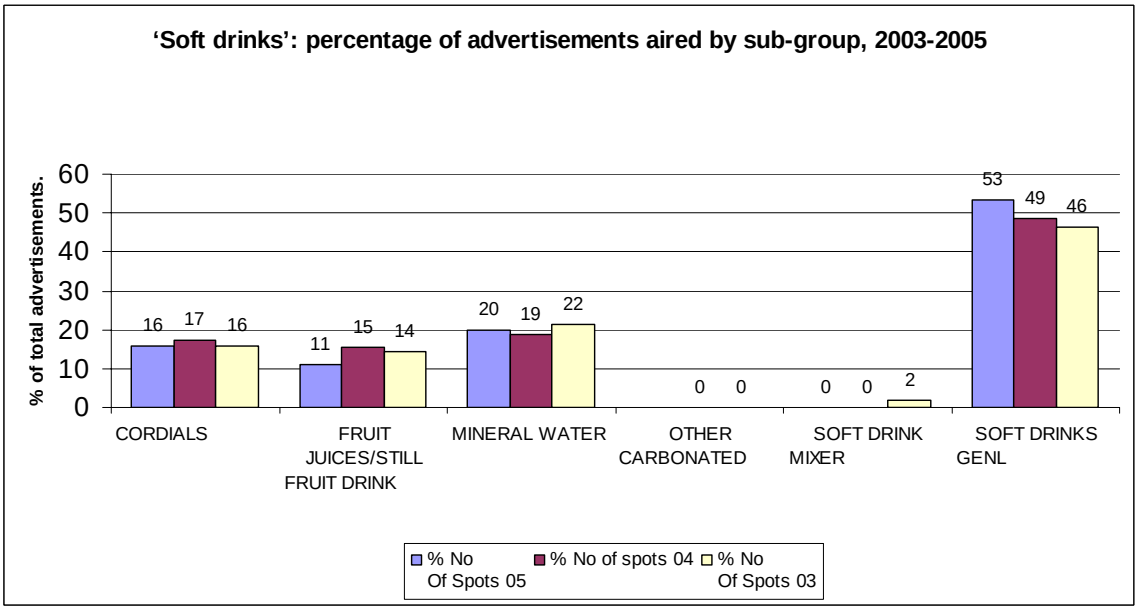
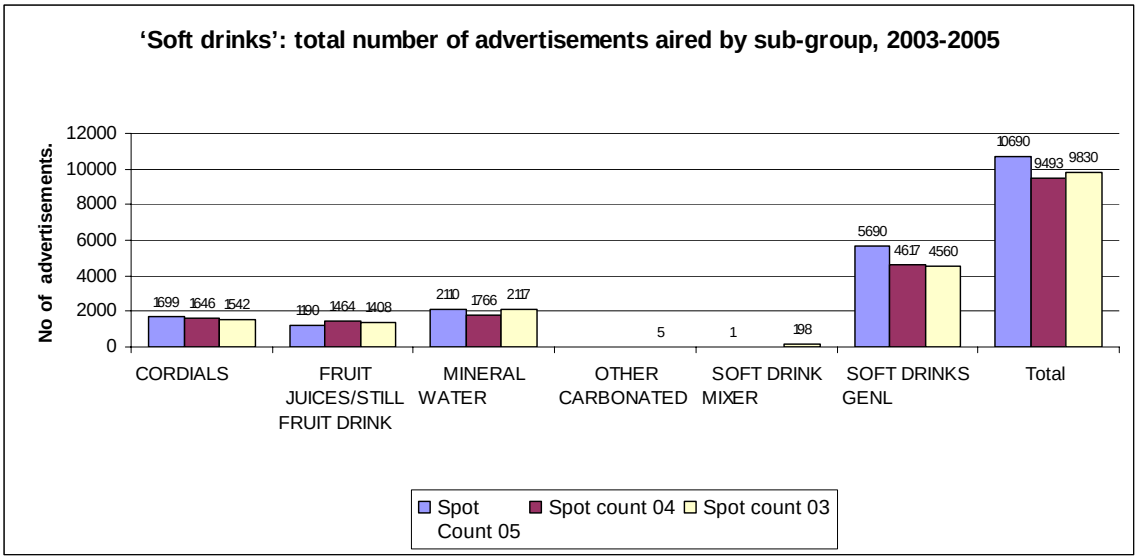


Table 1.36.
'Soft drinks': total number of advertisements aired by sub-group, 2003-2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



1.6.3. 'Carbonated soft drinks' as broadcast during the day

It is possible to cross-tabulate advertisements for 'carbonated soft drinks' by day part. This provides an overview of how the total percentage is spread out over the viewing day. Figures are provided for all individuals from 0300-2659 for both total television and the Irish television stations. Data generated for the years 2003 to 2005 is provided hereunder.

Table 1.37.

'Carbonated soft drinks': percentage of advertisements shown by time of day, 2003

(Channel: total television)

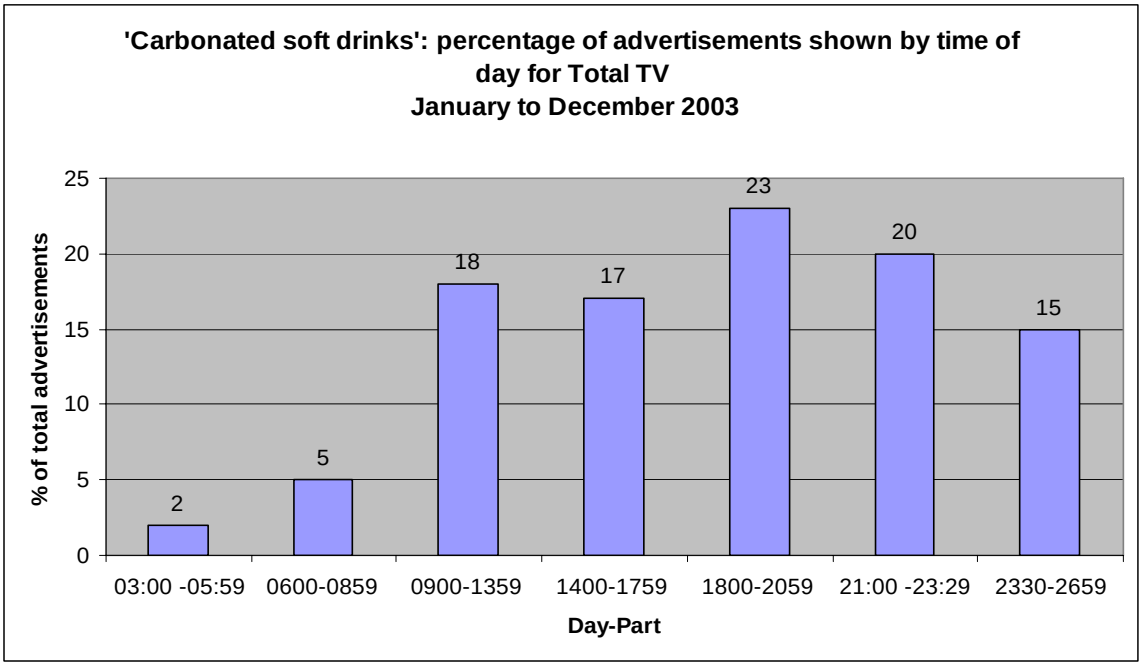


Table 1.38.

'Carbonated soft drinks': percentage of advertisements shown by time of day, 2003

(Channels: RTÉ 1, RTÉ 2, TV3, TG4)

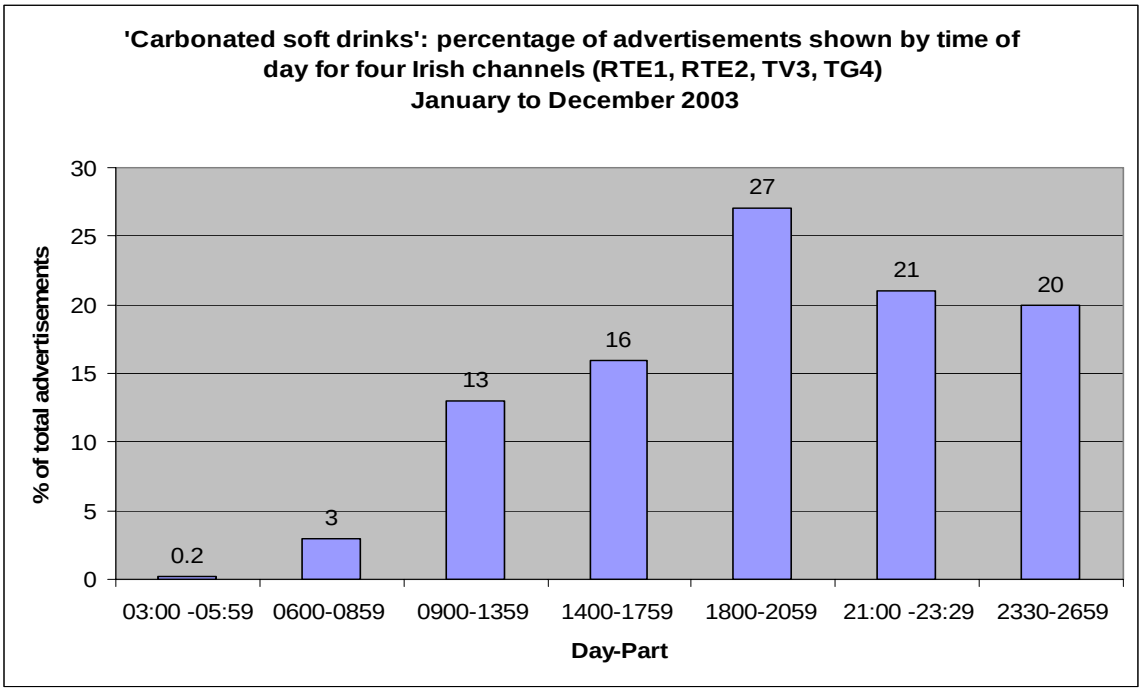


Table 1.39.

'Carbonated soft drinks': percentage of advertisements shown by time of day, 2004

(Channel: total television)

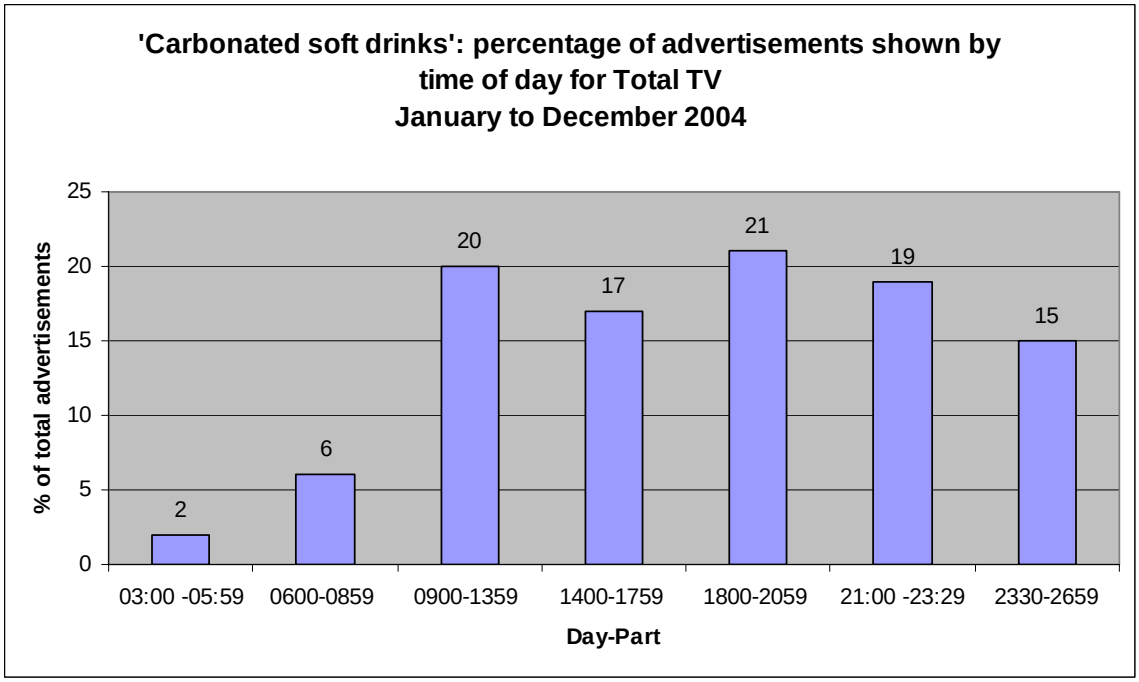


Table 1.40.

'Carbonated soft drinks': percentage of advertisements shown by time of day, 2004

(Channels: RTÉ1, RTÉ2, TV3, TG4)

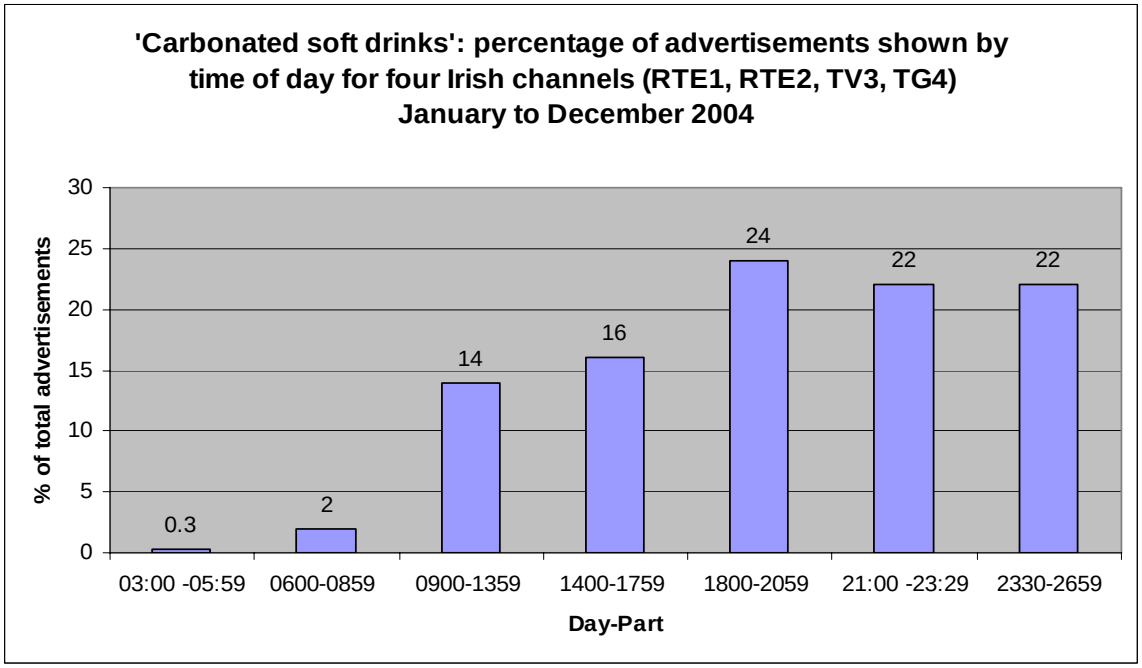


Table 1.41.
'Carbonated soft drinks': advertisements shown by time of day,
2005
(Channel: total television)

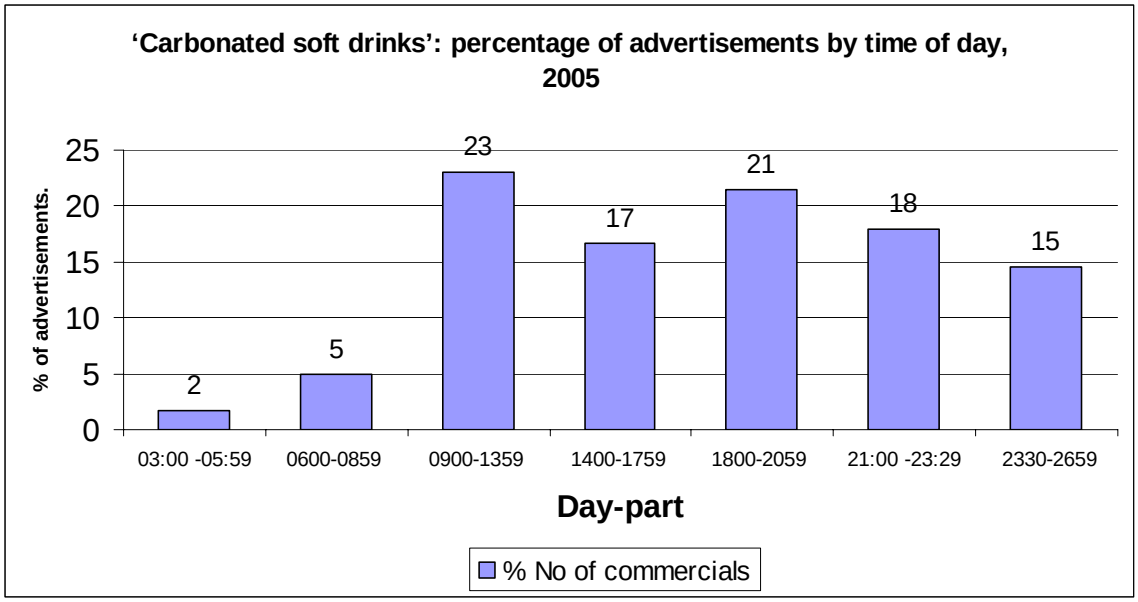
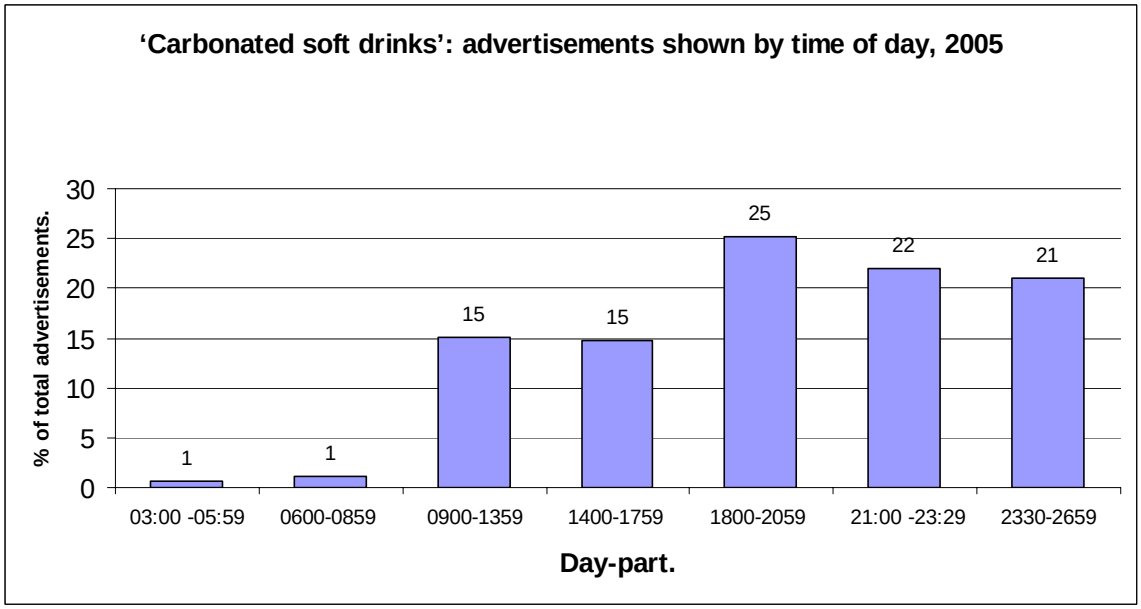


Table 1.42.
'Carbonated soft drinks': advertisements shown by time of day,
2005
(Channel: RTÉ1, RTÉ2, TV3 and TG4)



Concluding remarks

This review presented data generated by AGB Nielsen Media Research software on areas relevant to the 'diet and nutrition' section of the *Children's Advertising Code*. In so doing, a quantitative overview of the first year since the code's implementation was provided. Looking at general themes, such as the total number of advertisements broadcast, it considered divisions and information relevant to food advertising and the constituent groups contained therein. Data provided is purely for the purposes of information and is not intended as a measure of the success or otherwise of the code.

Appendix

Appendix I

Children's Advertising Code
Section 7: 'Diet and Nutrition'[19]

7.1. Children's advertising shall be responsible in the manner in which food and drink are portrayed. It should not encourage an unhealthy lifestyle or unhealthy eating or drinking habits such as immoderate consumption, excessive or compulsive eating. U/18

7.2. Children's advertising representing mealtime should clearly and adequately depict the role of the product within the framework of a balanced diet.
U/18

7.3. Children's advertising must not contain any misleading or incorrect information about the nutritional value of the product. It must not make misleading or incorrect comparisons between foods. It must not imply that particular foods are a substitute or replacement for fruit and/or vegetables.
U/18

7.4. All children's advertising for fast food products, outlets and/or brands must display an acoustic or visual message stating 'should be eaten in moderation and as part of a balanced diet.' 'Fast food' is denied as 'food communing under the recognised character of fast food and/or inexpensive cooked food which is prepared and served quickly and is readily accessible for purchase by children.' It is not the intention of the definition to include prepared and convenience foods or food which is purchased for preparation and cooking in the home. Fast food in this instance does not refer to the actual amount of time required to cook the food but rather the speed and ease with which the food can be procured and consumed.

[19] Broadcasting Commission of Ireland (2004), *Children's Advertising Code*, Dublin: BCI; 14-16.

U/18

7.5. Children' advertising shall not portray or refer to celebrities or sports starts to promote food or drink products, unless the advert is part of a public health or education campaign. Celebrities, in this instance, are defined as persons who are widely acclaimed, honoured and/or known to children. It does not include those persons or characters that become known to children solely as a result of their participation in advertising.
U/15

7.6. Children's advertising for confectionary products must display an acoustic or visual message stating 'snacking on sugary foods and drinks can damage teeth.' 'Confectionery' in this instance includes sugar, honey, preserves, chocolate, chocolate covered bars (excluding biscuits), non-chocolate confectionery – e.g. cereal bars – and artificial sweeteners.[20]

[20] This definition of 'confectionery' is in accordance with the Food Safety Authority of Ireland. Samples are classified by EU category as defined by the European Communities. See Food Safety Authority of Ireland (2001), *Guidance Note on the EU Classification of Food No. 2*, 15. For further clarification of the foodstuffs identified, see FSAI (2001), Appendix I, 44.