

**Alcohol Advertising on Sports Television  
2001 and 2002**

Children and teens are major fans of sports. One recent study, co-sponsored by ESPN, found that in 2001, 93% of youth ages 8-17 watched, listened to or read about sports via television, radio, newspapers, books, the Internet, video games and the movies. Television is the medium used most for sports by the majority of these youth (93% of boys, 81% of girls).<sup>1</sup> A Harris Youth Sports Report in 1999 found that 29% of kids say they are diehard fans of National Basketball Association (NBA) games, compared with only 14% of adults.<sup>2</sup> And according to the NFL's senior communications director, "Among our most avid fans, 69% said they were fans of the NFL by the time they were 12."<sup>3</sup>

The Center on Alcohol Marketing and Youth's own research has demonstrated that overall alcohol advertising on televised sports programming in 2001 was more likely to be seen by adults than youth: youth make up 15% of the national television viewing population but on average only 8.8% of the audience for televised sports with alcohol advertising.<sup>4</sup> In most cases the youth share of the audience for this advertising was lower than the proportion of youth in the television viewing population. For 19.5% of alcohol ad placements on televised sports (\$48 million worth of advertising spending), the youth share of the audience was higher than the proportion of youth in the television viewing population.

Many people, including leading sports columnists and sports figures such as former University of Nebraska football coach and current Congressman Tom Osborne (R-NE), have raised concerns about excessive youth exposure to alcohol advertising on sports programs, particularly in college sports.<sup>5</sup> The purpose of this fact sheet is to provide some basic factual information to inform these public discussions.

The fact sheet looks at alcohol product advertising<sup>6</sup> on cable TV, network TV (national and regional), and spot TV as reported by TNS Media Intelligence/CMR for 2001 and 2002.<sup>7</sup> We compare alcohol product advertising with all other television advertising, with other product advertising on sports programming, and with other alcohol product advertising on television.<sup>8</sup>

**Alcohol Advertising Versus All Advertising**

The alcohol industry spent \$811 million on 208,909 product ads on television in 2001 and \$991 million on 298,840 product ads in 2002. This represents 1.8% of all television advertising dollars in 2001 and 2.0% in 2002.

The total number of alcohol product ads represents only .4% of all TV ads in both 2001 and 2002. This suggests that, on average, alcohol advertisers buy more expensive and presumably

more widely viewed advertisements in comparison to all advertisers. The high percentage of alcohol product advertising on sports programs, which are typically expensive and with high ratings, contributes to this trend.

The alcohol industry uses proportionally more network TV than any other TV media:

- Network TV alcohol advertising represents 2.6% (2001) and 3% (2002) of all network TV ad spending.
- Cable TV represents 1.7% (2001) and 1.9% (2002).
- Spot TV represents .8% (2001) and .9% (2002).

**Table 1: Alcohol Product Advertising Relative to All Category TV Advertising: 2001 and 2002**

Media Type	Alcohol				All Categories	
	<u>2001</u>				<u>2001</u>	
	Dollars	% of Total	Ads	% of Total	Dollars	Ads
Cable TV	\$ 175,178,152	1.7%	57,430	0.9%	\$ 10,416,440,450	6,263,080
Spot TV	\$ 120,746,152	0.8%	145,842	0.3%	\$ 14,867,954,000	48,912,979
<u>Network TV</u>	<u>\$ 515,242,100</u>	<u>2.6%</u>	<u>5,637</u>	<u>1.0%</u>	<u>\$ 19,555,752,800</u>	<u>580,447</u>
<b>Total</b>	<b>\$ 811,166,404</b>	<b>1.8%</b>	<b>208,909</b>	<b>0.4%</b>	<b>\$ 44,840,147,250</b>	<b>55,756,506</b>
Media Type	<u>2002</u>				<u>2002</u>	
	Dollars	% of Total	Ads	% of Total	Dollars	Ads
	Cable TV	\$ 203,515,677	1.9%	101,684	1.4%	\$ 10,878,720,600
Spot TV	\$ 163,981,824	0.9%	181,526	0.3%	\$ 17,701,975,000	58,589,865
<u>Network TV</u>	<u>\$ 623,084,700</u>	<u>3.0%</u>	<u>6,630</u>	<u>1.1%</u>	<u>\$ 20,803,740,900</u>	<u>602,065</u>
<b>Total</b>	<b>\$ 990,582,201</b>	<b>2.0%</b>	<b>289,840</b>	<b>0.4%</b>	<b>\$ 49,384,436,500</b>	<b>66,399,304</b>

Source: TNS Media Intelligence/CMR 2001 – 2002

**Alcohol Advertising on Sports Versus All Sports Advertising**

The alcohol industry spent \$487.9 million to place 58,928 ads in 2001 and \$596.3 million to place 79,946 ads in 2002 on sports programming on TV.

- This represents 60% of the industry’s overall advertising spending and 28% of the total number of alcohol product ads in 2001 and 2002.
- By comparison, sports programming on TV accounted for only 17% of overall television advertising spending in 2001 (18% in 2002) and 4% of all ads in each of these two years.

**Table 2: Alcohol Sports TV Advertising Relative to All Sports TV Advertising: 2001 and 2002**

	<u>Alcohol</u>			
	2001		2002	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
TOTAL SPORTS	\$ 487,930,542	58,928	\$ 596,285,962	79,946
TOTAL ALL PROGRAMS	\$ 811,166,404	208,909	\$ 990,582,201	289,840
SPORTS AS % OF ALL PROGRAMS	60.2%	28.2%	60.2%	27.6%

  

	<u>All Categories</u>			
	2001		2002	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
TOTAL SPORTS	\$ 7,435,202,670	2,166,842	\$ 9,074,508,240	2,675,648
TOTAL ALL PROGRAMS	\$44,840,147,250	55,756,506	\$49,384,436,500	66,399,304
SPORTS AS % OF ALL PROGRAMS	16.6%	3.9%	18.4%	4.0%

Source: TNS Media Intelligence/CMR 2001 – 2002

**Percent of Alcohol Advertising on Sports TV Programming**

- Alcohol product advertising accounted for three times as much spending on sports programming in 2001 and 2002 as on TV programming in general, and appeared seven times as often.

**Table 3: Alcohol Sports Advertising Relative to All Sports Advertising: 2001 and 2002**

	<u>Alcohol as % of All Categories</u>			
	2001		2002	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
TOTAL SPORTS	6.6%	2.7%	6.6%	3.0%
TOTAL ALL PROGRAMS	1.8%	0.4%	2.0%	0.4%

Source: TNS Media Intelligence/CMR 2001 – 2002

**Top Alcohol Brands on Sports TV**

A number of alcohol brands spent significant percentages of their advertising budgets on television sports programming.

- For both 2001 and 2002, Budweiser, Bud Light, Coors Light and Miller Lite were the leading alcohol brands advertising on sports programs.

- Budweiser and Bud Light spent more than 87% of their combined television advertising expenditures on sports programming in 2001 and 2002.
- Smirnoff Ice Malt Beverage was the leading non-beer sports advertiser, spending 30% of its 2001 and 46% of its 2002 TV advertising dollars on sports programming.

**Table 4: Top Brands on Sports TV: 2001 and 2002 (Based on Expenditures)**

Top 20 Brands	2001				Sports \$ % of Total	Sports Ads % of Total
	Sports Dollars	Sports Ads	Total Dollars	Total Ads		
Budweiser Beers	\$94,909,667	8,520	\$108,020,187	17,933	87.9%	47.5%
Bud Light	\$74,582,495	7,692	\$88,695,344	12,077	84.1%	63.7%
Coors Light	\$65,970,483	4,550	\$114,172,883	30,770	57.8%	14.8%
Miller Lite	\$58,523,860	6,570	\$95,774,490	13,790	61.1%	47.6%
Miller Genuine Draft	\$30,077,764	3,205	\$48,892,405	6,942	61.5%	46.2%
Coors	\$27,738,302	1,769	\$36,194,312	2,656	76.6%	66.6%
Michelob Light Beer	\$24,949,149	1,958	\$35,195,996	5,182	70.9%	37.8%
Heineken Beer	\$17,033,645	1,647	\$41,966,632	5,502	40.6%	29.9%
Miller High Life	\$12,073,469	2,510	\$15,511,414	3,516	77.8%	71.4%
Smirnoff Ice Malt Beverage	\$10,301,541	1,721	\$34,224,194	10,200	30.1%	16.9%
Zima Clear Malt Beverage	\$9,339,371	397	\$15,119,954	1,210	61.8%	32.8%
Killians Irish Red	\$9,030,051	466	\$13,420,407	1,452	67.3%	32.1%
Miller Brewing	\$6,388,183	367	\$9,771,770	742	65.4%	49.5%
Busch	\$5,765,327	672	\$6,116,819	1,595	94.3%	42.1%
Corona Extra Beer	\$4,991,166	1,613	\$18,701,200	8,687	26.7%	18.6%
Amstel Light Beer	\$4,394,611	1,617	\$10,587,220	6,650	41.5%	24.3%
Mikes Hard Lemonade	\$3,871,477	1,826	\$12,761,619	8,470	30.3%	21.6%
Guinness Beers	\$3,625,222	436	\$7,595,038	2,641	47.7%	16.5%
Labatt Blue Beer	\$2,977,374	1,826	\$6,994,084	7,705	42.6%	23.7%
Fosters Beer	\$2,871,858	720	\$10,630,465	3,561	27.0%	20.2%

Top 20 Brands	2002				Sports \$ % of Total	Sports Ads % of Total
	Sports Dollars	Sports Ads	Total Dollars	Total Ads		
Budweiser Beers	\$108,432,637	9,119	\$121,294,235	17,390	89.4%	52.4%
Bud Light	\$89,817,041	7,938	\$104,784,793	15,623	85.7%	50.8%
Coors Light	\$86,765,686	4,592	\$120,459,967	17,758	72.0%	25.9%
Miller Lite	\$78,057,132	7,763	\$105,582,406	18,842	73.9%	41.2%
Michelob Light Beer	\$32,537,989	1,489	\$41,780,888	4,100	77.9%	36.3%
Coors	\$25,019,287	2,192	\$37,624,218	6,390	66.5%	34.3%
Smirnoff Ice Malt Beverage	\$21,666,834	2,444	\$47,265,758	5,821	45.8%	42.0%
Heineken Beer	\$18,601,882	2,672	\$44,338,694	9,869	42.0%	27.1%
Miller High Life	\$11,700,624	2,463	\$13,354,293	2,934	87.6%	83.9%
Miller Genuine Draft	\$9,987,433	3,914	\$24,574,889	11,971	40.6%	32.7%
Jack Daniel's Hard Cola Malt Beverage	\$8,206,772	297	\$10,498,342	1,180	78.2%	25.2%

Sam Adams Light	\$7,880,628	974	\$17,941,249	6,582	43.9%	14.8%
Busch	\$6,226,085	771	\$6,498,137	1,281	95.8%	60.2%
Michelob Ultra Light Beer	\$5,722,989	158	\$6,457,530	349	88.6%	45.3%
Bacardi Silver Malt Beverage	\$5,465,250	96	\$24,797,479	2,008	22.0%	4.8%
Miller High Life Light Beer	\$5,418,590	1,338	\$5,777,793	1,449	93.8%	92.3%
Captain Morgan Gold Malt Beverage	\$5,222,584	1,500	\$11,728,679	3,120	44.5%	48.1%
Zima Clear Malt Beverage	\$5,030,237	515	\$12,897,772	2,314	39.0%	22.3%
Skyy Blue Malt Beverage	\$4,873,831	37	\$20,746,671	2,245	23.5%	1.6%
Guinness Beers	\$4,687,950	1,714	\$9,154,626	4,988	51.2%	34.4%

Source: TNS Media Intelligence/CMR 2001 – 2002

### **Growth of Non-Beer Advertisers on Sports TV**

Several non-beer brands of alcohol significantly increased their advertising spending on sports programs from 2001 to 2002. For distilled spirits as a category, sports TV spending increased 168% from 2001 to 2002.<sup>9</sup>

- Captain Morgan Spiced Rum increased its sports TV spending from almost nothing in 2001 to \$538,618 in 2002.
- Crown Royal Canadian Whiskey increased its sports TV spending by more than 1,000% in 2002.

In the low-alcohol refresher<sup>10</sup> (LAR) category, spending on sports TV increased 138% from 2001 to 2002. Many of the LAR brands exhibited no sports TV spending in 2001. Therefore, there were many “growth” brands in this category.

- The LAR brands with the greatest sports TV spending in 2002 (as compared to 2001) were Smirnoff Ice Malt Beverage, Jack Daniel’s Hard Cola Malt Beverage, Bacardi Silver Malt Beverage, Captain Morgan Gold Malt Beverage, Skyy Blue Malt Beverage, and Mike’s Hard Iced Tea.

By contrast, wine was the only non-beer alcohol category that did not increase its sports TV advertising in 2002. In fact, spending decreased overall by 61%.

**Table 5: Growth of Non-Beer Advertisers on Sports TV: 2001 and 2002**

Brand	2001		2002		2001 - 2002	
	2001 Dollars	2001 Ads	2002 Dollars	2002 Ads	% Change Dollars	% Change Ads
<b>Distilled Spirits</b>						
Baileys Irish Cream Liqueur	\$81,298	63	\$29,447	57	-63.8%	-9.5%
Bombay Sapphire Gin	\$0	-	\$103,340	188	N/A	N/A
Captain Morgan Spiced Rum	\$5,797	23	\$538,618	1,495	9191.3%	6400.0%
Chivas Regal Scotch	\$108,620	68	\$0	-	-100.0%	-100.0%
Crown Royal Whiskey	\$83,033	83	\$919,181	2,121	1007.0%	2455.4%
Jack Daniel's Whiskey	\$542,598	624	\$606,625	444	11.8%	-28.8%

Kahlua Mudslide Cocktail	\$0	-	\$1,664	7	N/A	N/A
<b>Distilled Spirits Total</b>	<b>\$821,346</b>	<b>861</b>	<b>\$2,198,875</b>	<b>4,312</b>	<b>167.7%</b>	<b>400.8%</b>
<b>Low-Alcohol Refresher</b>						
Bacardi Silver Malt Beverage	\$0	-	\$5,465,250	96	N/A	N/A
Captain Morgan Gold Malt Beverage	\$0	-	\$5,222,584	1,500	N/A	N/A
Caribbean Twist	\$0	-	\$1,012	2	N/A	N/A
Dave's Ice Cooler	\$0	-	\$660	1	N/A	N/A
Doc Otis Hard Lemon	\$1,210,047	182	\$254,624	144	-79.0%	-20.9%
Jack Daniel's Hard Cola Malt Beverage	\$0	-	\$8,206,772	297	N/A	N/A
Kahlua Cocktails	\$6,315	4	\$1,360	2	-78.5%	-50.0%
Kahlua Rum Cola Cocktail	\$2,838	17	\$0	-	-100.0%	-100.0%
Mike's Hard Iced Tea	\$0	-	\$1,830,996	1,461	N/A	N/A
Mikes Hard Lemonade	\$3,871,477	1,826	\$3,769,221	2,382	-2.6%	30.4%
Skyy Blue Malt Beverage	\$0	-	\$4,873,831	37	N/A	N/A
Smirnoff Ice Malt Beverage	\$10,301,541	1,721	\$21,666,834	2,444	110.3%	42.0%
Stolichnaya Citrona Malt Beverage	\$0	-	\$2,290,397	326	N/A	N/A
Vibe Malt Beverage	\$0	-	\$244,234	117	N/A	N/A
Zima Clear Malt Beverage	\$9,339,371	397	\$5,030,237	515	-46.1%	29.7%
<b>Low-Alcohol Refresher Total</b>	<b>\$24,731,589</b>	<b>4,147</b>	<b>\$58,858,012</b>	<b>9,324</b>	<b>138.0%</b>	<b>124.8%</b>
<b>Wine</b>						
Amberhill Wines	\$0	-	\$483	2	N/A	N/A
Arbor Mist Wines	\$8,356	26	\$7,019	37	-16.0%	42.3%
Banrock Station Wines	\$511	1	\$3,212	9	528.6%	800.0%
Bella Sera Wines	\$1,500,365	28	\$343,119	177	-77.1%	532.1%
Beringer Wines	\$102,791	56	\$35,738	12	-65.2%	-78.6%
Bolla Wines	\$0	-	\$4,291	10	N/A	N/A
Casa Girelli Wines	\$0	-	\$2,982	4	N/A	N/A
Cavit Wines	\$0	-	\$45,463	26	N/A	N/A
Chateau Lafayette Reneau Wines	\$0	-	\$136	2	N/A	N/A
Columbia Crest Wines	\$0	-	\$900	4	N/A	N/A
Delicato Wines	\$2,874	2	\$5,953	8	107.1%	300.0%
Fetzer Vineyards California Wines	\$848	5	\$1,322	4	55.9%	-20.0%
Gallo of Sonoma Wines	\$42,629	38	\$40,285	54	-5.5%	42.1%
Glen Ellen Wines	\$2,797	4	\$0	-	-100.0%	-100.0%
Gossamer Bay Wines	\$120,600	8	\$0	-	-100.0%	-100.0%
Gruet Wines	\$0	-	\$2,864	4	N/A	N/A
Jacob's Creek Wines	\$515	2	\$0	-	-100.0%	-100.0%
Kendall-Jackson Estates Wines	\$0	-	\$1,687	3	N/A	N/A
Korbel California Champagnes	\$645,947	29	\$511,634	32	-20.8%	10.3%
Lindemans Wines	\$357	4	\$426	4	19.3%	0.0%
Louis Jadot Wines	\$0	-	\$403	2	N/A	N/A
Luna di Luna Wines	\$0	-	\$16,415	13	N/A	N/A
Martini & Rossi Asti Spumanti	\$0	-	\$3,772	5	N/A	N/A
Meridian Wines	\$120,441	29	\$0	-	-100.0%	-100.0%
Moet & Chandon Champagnes	\$0	-	\$89	2	N/A	N/A
Motif Wines	\$1,249	2	\$0	-	-100.0%	-100.0%

Nathanson Creek Wines	\$524	2	\$0	-	-100.0%	-100.0%
Opici Wines	\$242	1	\$12,176	15	4931.4%	1400.0%
Redwood Creek Wines	\$13,800	21	\$529,771	178	3738.9%	747.6%
RH Phillips Wines	\$231	1	\$1,433	8	520.3%	700.0%
Robert Mondavi Wines	\$1,038	3	\$300	2	-71.1%	-33.3%
Rose Manor State Wines	\$3,418	2	\$0	-	-100.0%	-100.0%
Round Hill Wines	\$0	-	\$3,984	1	N/A	N/A
Sutter Home Wines	\$82,823	14	\$0	-	-100.0%	-100.0%
Talus Cellars Wines	\$263	1	\$2,100	5	698.5%	400.0%
Trinity Oaks Wines	\$612	3	\$0	-	-100.0%	-100.0%
Turning Leaf Wines	\$1,361,725	16	\$126,554	6	-90.7%	-62.5%
Vanilla Creek Wines	\$453	2	\$0	-	-100.0%	-100.0%
Vendange Wines	\$0	-	\$1,157	1	N/A	N/A
Wild Vines Wines	\$71,694	45	\$2,838	9	-96.0%	-80.0%
Wines of Arizona	\$0	-	\$1,285	1	N/A	N/A
Wines of Georgia	\$0	-	\$1,209	1	N/A	N/A
Woodbridge Wines	\$753,100	10	\$160,840	587	-78.6%	5770.0%
<b>Wine Total</b>	<b>\$4,840,203</b>	<b>355</b>	<b>\$1,871,840</b>	<b>1,228</b>	<b>-61.3%</b>	<b>245.9%</b>

Source: TNS Media Intelligence/CMR 2001 – 2002

### **Case Studies: Alcohol Advertising on Selected “Big Games”**

Significant amounts of advertising dollars were spent on big sports games for both 2001 and 2002, and spending behind the selected big games in 2002 was 15% higher than 2001.

- NFL Monday Night Football accounted for the greatest amount of alcohol advertising dollars of any sports programming category (\$40.1 million in 2001, \$42.2 million in 2002).
- NCAA basketball tournament games also accounted for a large portion of alcohol advertising each year (\$23.6 million in 2001 and \$27.7 million in 2002).
- The Super Bowl, an annual event, took in \$16.3 million in 2001 and \$24.5 million in 2002 in alcohol advertising. This represents 3% of 2001 and 4% of 2002 alcohol sports spending.
- More than \$5 million was spent on college bowl games, and more than \$9 million was spent on the World Series each year.
- Extreme sports and women’s sports accounted for the least amount of spending when compared with the other “big games,” most likely a factor of the relatively small audiences that are drawn to these sports.

**Table 6: Alcohol Advertising on Big Sports Games: 2001 and 2002**

<b>Program</b>	<b>2001</b>		<b>2002</b>	
	<b>Dollars</b>	<b>Ads</b>	<b>Dollars</b>	<b>Ads</b>
Super Bowl Total	\$ 16,335,984	28	\$ 24,526,587	170
World Series Total	\$ 9,549,716	116	\$ 9,236,275	135
NCAA Basketball Tournament Total	\$ 23,550,039	849	\$ 27,734,261	939

College Bowl Games Total	\$ 5,265,622	100	\$ 5,645,733	228
NFL Monday Night Football Total	\$ 40,099,929	468	\$ 42,162,330	392
Extreme Sports Total	\$ 282,513	85	\$ 131,464	53
Women's Sports Total	\$ 385,616	228	\$ 489,595	481

**BIG SPORTS 2001 TOTAL**                      **\$ 95,469,419**    **1,874**                      **\$109,926,245**    **2,398**

Source: TNS Media Intelligence/CMR 2001 – 2002

### Percent of Alcohol Ads on Sports Games

While professional basketball game post-game shows had the highest percent of alcohol ads in its telecasts at 8.5% in 2001, the total number of ads was relatively small (58 in 2001 and 25 in 2002). Games with more significant advertising and high percentages of alcohol advertising ads were hockey games (6.9% in 2001, 7.5% in 2002), professional basketball games (6.8% in 2001, 6.0% in 2002), soccer games (5.9% in 2001, 3.7% in 2002) and professional baseball games (5.1% in 2001, 5.6% in 2002).

Approximately one out of every 13 ads in hockey games was an alcohol ad. Ratios for other sports games are as follows:

- one out of 15 in professional basketball games,
- one out of 16 in professional basketball post-games,
- one out of 18 in professional baseball games, and
- one out of 22 in soccer games.

**Table 7: Percent of Alcohol Advertising on Sports Games: 2001 and 2002**

Program Type	Alcohol		All Categories		Alcohol as % of All	
	<u>2001</u> <u>Ads</u>	<u>2002</u> <u>Ads</u>	<u>2001</u> <u>Ads</u>	<u>2002</u> <u>Ads</u>	<u>2001</u> <u>Ads</u>	<u>2002</u> <u>Ads</u>
PROFESSIONAL BASKETBALL - POST-GAME	58	25	682	724	8.5%	3.5%
HOCKEY - GAME	4,333	4,714	63,060	62,512	6.9%	7.5%
PROFESSIONAL BASKETBALL - GAME	8,271	8,251	121,289	138,234	6.8%	6.0%
SOCCER	1,609	2,050	27,256	55,299	5.9%	3.7%
PROFESSIONAL BASEBALL - GAME	11,864	12,236	232,516	217,004	5.1%	5.6%
COLLEGE FOOTBALL - PRE-GAME	68	43	1,608	1,656	4.2%	2.6%
COLLEGE BASKETBALL - POST-GAME	22	14	528	470	4.2%	3.0%
COLLEGE BASEBALL - GAME	104	99	2,813	4,177	3.7%	2.4%
COLLEGE FOOTBALL - GAME	2,893	3,073	95,139	123,004	3.0%	2.5%
COLLEGE BASKETBALL - PRE-GAME	8	3	267	398	3.0%	0.8%
NONPROFESSIONAL FOOTBALL - POST-GAME	1	1	35	46	2.9%	2.2%
PROFESSIONAL FOOTBALL - GAME	3,990	4,678	148,852	160,312	2.7%	2.9%
PROFESSIONAL BASKETBALL - PRE-GAME	173	241	6,912	8,073	2.5%	3.0%
COLLEGE BASKETBALL - GAME	2,646	3,017	109,109	132,491	2.4%	2.3%
HOCKEY - PRE-GAME	2	-	95	-	2.1%	N/A
NONPROFESSIONAL FOOTBALL - PRE-GAME	1	-	53	39	1.9%	0.0%
PROFESSIONAL FOOTBALL - POST-GAME	81	85	4,433	5,412	1.8%	1.6%

PROFESSIONAL BASEBALL – PRE-GAME	19	6	1,083	994	1.8%	0.6%
PROFESSIONAL FOOTBALL - PRE-GAME	319	424	23,422	31,926	1.4%	1.3%
TENNIS	354	578	41,017	50,702	0.9%	1.1%
NONPROFESSIONAL BASEBALL - GAME	30	43	3,783	5,447	0.8%	0.8%
OTHER SPECIFIC EVENT – GAME	646	1,267	82,920	117,229	0.8%	1.1%
GOLF	1,210	2,714	183,505	226,798	0.7%	1.2%
COLLEGE FOOTBALL - POST-GAME	1	-	384	144	0.3%	0.0%
NONPROFESSIONAL FOOTBALL - GAME	6	1,360	2,395	-	0.3%	N/A
NONPROFESSIONAL BASKETBALL - GAME	12	825	5,528	18,132	0.2%	4.5%
COLLEGE BASEBALL - PRE-GAME	-	2	80	226	0.0%	0.9%
HOCKEY - POST-GAME	-	-	12	-	0.0%	N/A
NONPROFESSIONAL BASKETBALL - POST-GAME	-	-	15	13	0.0%	0.0%
NONPROFESSIONAL BASKETBALL - PRE-GAME	-	-	16	22,269	0.0%	0.0%
PROFESSIONAL BASEBALL - POST-GAME	-	9	112	130	0.0%	6.9%
<b>SPORTS GAMES TOTAL</b>	<b>38,721</b>	<b>45,758</b>	<b>1,158,919</b>	<b>1,383,861</b>	<b>3.3%</b>	<b>3.3%</b>

Source: TNS Media Intelligence/CMR 2001 – 2002

### Average Number of Alcohol Ads on Sports Games

Of sports programs that contained alcohol advertising, the programs with the greatest average number of alcohol ads per program are as follows:<sup>11</sup>

- Olympics (6.5 alcohol ads per program in 2001, 1.9 in 2002);
- non-professional baseball (5 in 2001, 2.3 in 2002);
- hockey games (5 in 2001, 4.8 in 2002); and
- professional baseball games (4.3 in 2001, 4.2 in 2002).

Pre- and post-game shows for most professional and non-professional sports games have the lowest average number of alcohol ads per program (less than two per program).

**Table 8: Average Number of Alcohol Ads per Sports Game: 2001 and 2002**

Program Type	Average Number Alcohol Ads/Program	
	<u>2001</u>	<u>2002</u>
OLYMPICS	6.5	1.9
NONPROFESSIONAL BASEBALL - GAME	5.0	2.3
HOCKEY - GAME	5.0	4.8
PROFESSIONAL BASEBALL – GAME	4.3	4.2
PROFESSIONAL BASKETBALL – GAME	4.2	3.4
COLLEGE BASEBALL - GAME	3.1	2.7
NONPROFESSIONAL FOOTBALL – GAME	3.0	4.8
COLLEGE FOOTBALL - GAME	2.9	2.4
COLLEGE BASKETBALL - PRE-GAME	2.7	-
COLLEGE FOOTBALL - PRE-GAME	2.6	2.0
OTHER SPECIFIC EVENT – GAME	2.4	2.4

COLLEGE BASKETBALL - GAME	2.4	1.9
HORSE RACING	2.3	2.1
PROFESSIONAL FOOTBALL - GAME	2.3	2.6
BOXING	2.2	5.2
AUTO RACING	2.1	2.2
SOCCER	2.1	2.4
GOLF	2.0	2.2
HOCKEY - PRE-GAME	2.0	-
NONPROFESSIONAL BASKETBALL - GAME	2.0	4.9
TENNIS	1.7	2.4
BOWLING	1.5	1.9
PROFESSIONAL BASKETBALL - POST-GAME	1.5	1.2
PROFESSIONAL FOOTBALL - PRE-GAME	1.4	1.4
PROFESSIONAL FOOTBALL - POST-GAME	1.2	1.3
PROFESSIONAL BASKETBALL - PRE-GAME	1.1	1.1
COLLEGE BASKETBALL - POST-GAME	1.1	1.1
PROFESSIONAL BASEBALL - PRE-GAME	1.1	1.0
COLLEGE FOOTBALL - POST-GAME	1.0	-
NONPROFESSIONAL FOOTBALL – POST-GAME	1.0	1.0
NONPROFESSIONAL FOOTBALL – PRE-GAME	1.0	-

Source: TNS Media Intelligence/CMR 2001 – 2002

### Advertising on College Sports

A total of \$53 million in 2001 and \$58 million in 2002 was spent to place 5,742 (2001) and 6,251 (2002) ads in college sports programs by the alcohol industry. This represented 5.2% (2001) and 5.3% (2002) of total advertising dollars paid for these programs. Alcohol advertising made up more than twice the percentage of ad spending on college sports as on all other television programs. In 2002, alcohol advertising represented 5.3% of all advertising dollars on college sports. In contrast, alcohol advertising was only 2.0% of all advertising on television. This is primarily due to the large amount of alcohol advertising placed on NCAA basketball (both games and post-games), as well as college football games.

**Table 9: Alcohol Advertising on College Sports TV: 2001 and 2002**

Sports Program Type	Alcohol		All Categories		Alcohol as % of All	
	2001 Dollars	2002 Dollars	2001 Dollars	2002 Dollars	2001 Dollars	2002 Dollars
COLLEGE BASEBALL - GAME	\$ 48,923	\$ 108,159	\$ 2,115,000	\$ 3,071,800	2.3%	3.5%
COLLEGE BASEBALL - PRE-GAME	\$ -	\$ 1,358	\$ 37,000	\$ 124,000	0.0%	1.1%
COLLEGE BASKETBALL - GAME	\$32,440,775	\$34,097,498	\$537,041,660	\$ 569,391,450	6.0%	6.0%
COLLEGE BASKETBALL - POST-GAME	\$ 191,370	\$ 1,554,636	\$ 6,489,800	\$ 13,363,200	2.9%	11.6%
COLLEGE BASKETBALL - PRE-GAME	\$ 142,178	\$ 34,247	\$ 5,086,000	\$ 1,921,700	2.8%	1.8%
COLLEGE FOOTBALL - GAME	\$19,838,550	\$21,950,018	\$ 447,809,650	\$ 509,732,040	4.4%	4.3%
COLLEGE FOOTBALL - POST-GAME	\$ 19,000	\$ -	\$ 1,849,400	\$ 1,073,000	1.0%	0.0%
COLLEGE FOOTBALL – PRE-GAME	\$ 258,128	\$ 365,892	\$ 10,143,930	\$ 6,200,370	2.5%	5.9%

COLLEGE SPORTS TOTAL                      \$52,938,924    \$58,111,808            \$1,010,572,440    \$1,104,877,560            5.2%            5.3%

Source: TNS Media Intelligence/CMR 2001 – 2002

**Alcohol Brands on College Sports**

Four brands combined to account for 65% (2001) and 58% (2002) of college sports advertising dollars by the alcohol industry: Bud Light, Miller Lite, Coors Light and Budweiser. College bowl games and NCAA tournament games are included as part of total college football and basketball spending.

- Bud Light was the leading advertiser on college sports in both 2001 and 2002, accounting for 22% and 18% of all college TV sports alcohol advertising, respectively.
- Miller Lite, Coors Light and Budweiser were also leading college sports TV advertisers.

**Table 10: Top Advertising Alcohol Brands on College Sports TV: 2001 and 2002**

Brands	2001		% of 2001...	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
Bud Light	\$11,631,790	754	22%	13%
Budweiser Beers	\$10,523,859	515	20%	9%
Miller Lite	\$7,503,910	494	14%	9%
Miller Genuine Draft	\$5,698,333	229	11%	4%
Coors Light	\$4,822,674	505	9%	9%
Michelob Light Beer	\$3,670,274	42	7%	1%
Coors	\$2,079,747	244	4%	4%
Miller High Life	\$1,459,229	199	3%	3%
Becks Beer	\$1,001,076	177	2%	3%
Guinness Beers	\$622,723	107	1%	2%
<b>All Other Brands</b>	<b>\$3,925,309</b>	<b>2,476</b>	<b>7%</b>	<b>43%</b>
<b>Total College Sports</b>	<b>\$52,938,924</b>	<b>5,742</b>	<b>100%</b>	<b>100%</b>

Brands	2002		% of 2002...	
	<u>Dollars</u>	<u>Ads</u>	<u>Dollars</u>	<u>Ads</u>
Bud Light	\$10,701,679	735	18%	12%
Miller Lite	\$10,179,911	507	18%	8%
Coors Light	\$6,474,758	507	11%	8%
Budweiser Beers	\$6,191,718	384	11%	6%
Sky Blue Malt Beverage	\$3,181,000	10	5%	0%
Jack Daniel's Hard Cola Malt Beverage	\$2,763,351	139	5%	2%
Smirnoff Ice Malt Beverage	\$2,397,726	68	4%	1%
Michelob Light Beer	\$2,341,335	34	4%	1%
Bacardi Silver Malt Beverage	\$2,307,035	15	4%	0%
Icehouse Beer	\$2,042,187	1,536	4%	25%
<b>All Other Brands</b>	<b>\$9,531,108</b>	<b>2,316</b>	<b>16%</b>	<b>37%</b>



COLLEGE FOOTBALL PRE-GAME	\$ 10,143,930	2.2%	1,608	1.7%	\$ 6,200,370	1.2%	1,656	1.3%
COLLEGE FOOTBALL- TOTAL	\$459,802,980	100.0%	97,131	100.0%	\$517,005,410	100.0%	124,804	100.0%

Source: TNS Media Intelligence/CMR 2001 – 2002

<sup>1</sup> Statistical Research, Inc., *AAF/ESPN Children and Sports Media Study*, 2001.

<sup>2</sup> Bob Woods, “Tracking Kids and Sports,” *PROMO* (March 1, 2000).

<sup>3</sup> *Ibid.*

<sup>4</sup> Center on Alcohol Marketing and Youth, *Television: Alcohol’s Vast Adland* (Washington, DC: Center on Alcohol Marketing and Youth, 2002), 8.

<sup>5</sup> Phil Mushnick, “Tasteless, Vulgar and Everywhere,” *The New York Post*, Monday 15 September 2003, p. 64; *Congressional Record*, 108<sup>th</sup> Cong., 1st sess., 2003, p. H8263; Liz Clarke, “A Beer Commercial is Stopped Cold; NCAA’s Rejection of Miller Ad for Final Four Is Part of a Brewing Controversy,” *The Washington Post*, Saturday 4 April 2003, sec. D, p. 1.

<sup>6</sup> For an examination of alcohol industry responsibility advertising on television in 2001, see Center on Alcohol Marketing and Youth, *Drops in the Bucket: Alcohol Industry “Responsibility” Advertising on Television in 2001* (Washington, DC: Center on Alcohol Marketing and Youth, 2003).

<sup>7</sup> For this purpose, we used the program classification types as reported by TNS Media Intelligence/CMR.

<sup>8</sup> Hispanic television advertising is not included in either the alcohol or all category expenditures, and non-product, corporate and event advertising has been excluded from the alcohol expenditures.

<sup>9</sup> Distilled spirits advertising does not appear on broadcast television as a result of a voluntary restriction observed by the four broadcast networks.

<sup>10</sup> Though they are called “low-alcohol refreshers” by the alcoholic beverage industry, many of the beverages in this category contain roughly the same amount of alcohol as beer. See, e.g., Federal Trade Commission, *Alcohol Marketing and Advertising: A Report to Congress* (Washington, DC: Federal Trade Commission, 2003), 2.

<sup>11</sup> Note that the length of sporting event “programs” varies, and there was no attempt in calculating average per program to control for length of the program.