

Appendix C

TV advertising of food and drink, by alternative nutrient thresholds

This is an appendix to the briefing note: <https://www.ifs.org.uk/uploads/BN238.pdf>. The briefing note summarises the findings of a report produced for the Department of Health and Social Care. Full text of the report is below.

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TV advertising of food and drink, by alternative nutrient thresholds

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1 Introduction

This report has been prepared as part of the OPRU’s response mode. It extends the analysis in the report by IFS sent to the Department of Health on the 30 March 2018 to look at three additional alternative threshold definitions, these are:

Option 1: Use front of pack labelling. The threshold is any red label on the g per 100g definition. Our understanding is that food and drink in restaurants and bars are not subject to the front of pack regulation, so we treat advertising for these as out of scope of the threshold; we report the number and share of child impacts for restaurants and bars separately and show the implications if they were treated as falling above or below the threshold.

Option 2: Apply the NPM threshold to only food and drink categories covered by the sugar reduction strategy, the calorie reduction strategy, and the Soft Drinks Industry Levy. Food and drinks not in these categories are out of scope of the threshold, even if they exceed the NPM threshold.

Option 3: For products in categories covered by the sugar reduction strategy, the relevant threshold is the “20% reduction guideline” and for products covered by the Soft Drink Industry Levy the relevant threshold is 5g of sugar per 100ml.

You did not provide information on the threshold for categories subject to the calorie reduction strategy, so for categories subject to the calorie reduction strategy, but not to the sugar reduction strategy or soft drinks levy, we use the NPM threshold. Food and drinks not subject to the sugar reduction strategy, the calorie reduction strategy, or the Soft Drinks Industry Levy are treated as out of scope of the threshold.

Throughout we treat alcohol as being above the threshold. For details on the data please see the report sent on the 30 March.

2 Option 1: threshold based on front of pack labelling

We use nutrient information from the Kantar Worldpanel along with the front of pack labelling criteria listed in the first red column (based on g per 100g) in Tables 2 and 3 on p.19-20 of the guidelines.¹

The Kantar data does not include portion size. We determine whether a product would receive any red labels based on nutrients per 100g. Note, there may be some food products that would receive a red label on the basis of nutrients per portion that we have not classified as not having a red label because we use nutrients per 100g.

However, because they were obviously incorrect, for drink products we have looked up portion sizes manually (on the Sainsbury's, Tesco or Waitrose websites) and also use this information. We have applied the rules according to our understanding of the regulations, which is that for any product with a portion $\leq 150\text{ml}$ whether it would receive a red labels based on the nutrients per 100ml and for products with portion $> 150\text{ml}$ the red label depending on the portion size criteria.

A product is defined to be “above the front of pack threshold” if it has at least one red label.

Our understanding is that food and drink from bars and restaurants is not subject to the front of pack regulation. We therefore treat advertising of these products as “not in scope”. Below (see Table 4) we describe how the share of impacts above and below the threshold changes if advertising for restaurants and bars is considered as either above or below the front of pack threshold.

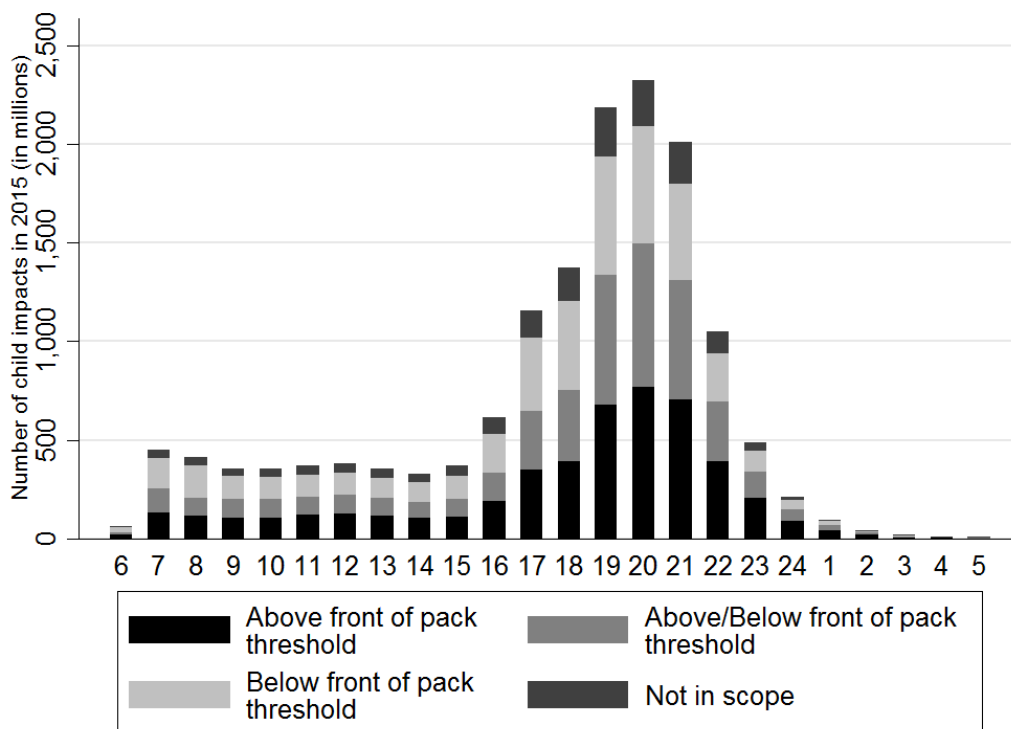
As in the March 30 report, we treat advertising of broad supermarket ranges and advertising of restaurant and bars as belonging to the “above/below threshold” group.

Figure 1 shows the number of child impacts by hour of the day for adverts for brands where: (i) all products are above the front of pack threshold, (ii) some products are above and some below the front of pack threshold, (iii) all products are below the front of pack threshold and (iv) the products are out of scope of the front of pack threshold.

Table 1 summarises this information. Table 2 compares the front of pack threshold with the NPM threshold used in the March 30 report. It shows the share of child impacts for advertising categorised as above, above/below, below and not in scope for both the front of pack and NPM threshold.

¹<https://www.food.gov.uk/sites/default/files/multimedia/pdfs/pdf-ni/fop-guidance.pdf>

Figure 1: *Child impacts by hour of day and front of pack threshold*



Notes: Each bar shows the total child impacts, summed over the course of 2015, for each hour of the day and for all food and drink products. “Above threshold” is advertising for brands that contain products that have at least one red label. “Above/Below threshold” is advertising for brands or ranges that contain some products with at least one red label, and others with no red label. “Below threshold” is advertising for brands that contain products without a red label. “Not in scope” is advertising for restaurants and bars.

Table 1: *Child impacts by time slot and front of pack threshold*

(1)	(2)	(3)	(4)
Time slot	Threshold	No. child impacts (in millions)	% of total child impacts
Total	Above front of pack threshold	4,901	32.6
	Above/Below front of pack threshold	4,193	27.9
	Below front of pack threshold	4,238	28.2
	Not in scope	1,688	11.2
	<i>Total</i>	15,020	100.0
Pre watershed	Above front of pack threshold	3,434	22.9
	Above/Below front of pack threshold	3,061	20.4
	Below front of pack threshold	3,319	22.1
	Not in scope	1,289	8.6
	<i>Total</i>	11,103	73.9
Between 19.00 and 21.00	Above front of pack threshold	1,445	9.6
	Above/Below front of pack threshold	1,389	9.2
	Below front of pack threshold	1,197	8.0
	Not in scope	483	3.2
	<i>Total</i>	4,513	30.0
Post watershed	Above front of pack threshold	1,468	9.8
	Above/Below front of pack threshold	1,132	7.5
	Below front of pack threshold	919	6.1
	Not in scope	399	2.7
	<i>Total</i>	3,917	26.1
Children’s programming	Above front of pack threshold	469	3.1
	Above/Below front of pack threshold	246	1.6
	Below front of pack threshold	828	5.5
	Not in scope	381	2.5
	<i>Total</i>	1,924	12.8

Notes: “Above threshold” is advertising for brands that contain products that have at least one red label. “Above/Below threshold” is advertising for brands or ranges that contain some products with at least one red label, and others with no red label. “Below threshold” is advertising for brands that contain products without a red label. “Not in scope” is advertising for restaurants and bars. Pre watershed is 05.30-21.00, post watershed is 21.00 - 05.30. Column (3) shows the number of child impacts (in millions). Column (4) shows the percentage of all child impacts across 2015. Details of how we identify children’s programming are given in the Appendix of the March 30th report.

Table 2: % child impacts by NPM and front of pack threshold

Front of pack threshold	NPM threshold			Total
	Above	Below/Above	Below	
Above	29.1	0.4	3.2	32.6
Above/Below	2.4	23.0	2.5	27.9
Below	1.4	1.4	25.4	28.2
Not in scope	0.0	11.2	0.0	11.2
<i>Total</i>	32.9	36.0	31.1	100

Notes: “Above threshold” is advertising for brands that contain products that are all above the threshold. “Above/Below threshold” is advertising for brands or ranges that contain some products above and some below the threshold. “Below threshold” is advertising for brands that contain products all below the threshold. “Not in scope” is advertising for restaurants and bars.

In the March 30 report we provide a range of numbers for impacts above/below the threshold at different times of the day, depending on how we treat advertising for brands and ranges with some products above and some below the NPM threshold and for restaurant and bar advertising. These scenarios are summarised in Table 3, with details provided in the March 30 report. Under each scenario we continue to classify advertising for supermarket ranges as above/below the threshold. In Table 4 we repeat this exercise for the front of pack threshold. Note, as these scenarios allocate restaurant and bar advertising to either above or below the threshold, none of the advertising is not in scope in all of the scenarios.

Table 3: *Alternative assumptions for advertising of bar and restaurants and brands with some products above and some below the threshold*

Brands and product ranges that are above/below	Bars and restaurants	
	Above threshold	Below threshold
Impacts allocated depending on share of transactions above/below threshold	assumption 1	assumption 3
All impacts assigned as above	assumption 2	assumption 4

Table 4: *Child impacts by time slot under varying assumptions - front of pack threshold*

(1)	(2)	(3)	(4)			(5)	(6)	(7)
		Repeat from Table 1	% of total child impacts					
Time slot	Threshold	Assumption 1	Assumption 2	Assumption 3	Assumption 4	Assumption 3	Assumption 4	Assumption 4
Total	Above front of pack threshold	28.0	43.3	51.0	33.5	33.5	41.2	41.2
	Above/Below front of pack threshold	23.9	24.4	24.4	24.4	24.4	24.4	24.4
	Below front of pack threshold	24.2	32.4	24.6	42.2	42.2	34.4	34.4
	Not in scope	23.9	0.0	0.0	0.0	0.0	0.0	0.0
	<i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pre watershed	Above front of pack threshold	19.6	30.9	36.8	23.4	23.4	29.3	29.3
	Above/Below front of pack threshold	17.5	17.8	17.8	17.8	17.8	17.8	17.8
	Below front of pack threshold	18.9	25.2	19.3	32.7	32.7	26.8	26.8
	Not in scope	17.5	0.0	0.0	0.0	0.0	0.0	0.0
	<i>Total</i>	73.5	73.9	73.9	73.9	73.9	73.9	73.9
Between 19.00 and 21.00	Above front of pack threshold	8.2	12.9	15.1	10.1	10.1	12.3	12.3
	Above/Below front of pack threshold	7.9	8.1	8.1	8.1	8.1	8.1	8.1
	Below front of pack threshold	6.8	9.2	7.0	12.0	12.0	9.8	9.8
	Not in scope	7.9	0.0	0.0	0.0	0.0	0.0	0.0
	<i>Total</i>	30.9	30.2	30.2	30.2	30.2	30.2	30.2
Post watershed	Above front of pack threshold	8.4	12.3	14.2	10.0	10.0	11.9	11.9
	Above/Below front of pack threshold	6.5	6.6	6.6	6.6	6.6	6.6	6.6
	Below front of pack threshold	5.2	7.2	5.3	9.5	9.5	7.7	7.7
	Not in scope	6.5	0.0	0.0	0.0	0.0	0.0	0.0
	<i>Total</i>	26.5	26.1	26.1	26.1	26.1	26.1	26.1
Children's programming	Above front of pack threshold	2.7	5.0	6.2	2.8	2.8	4.0	4.0
	Above/Below front of pack threshold	1.4	1.4	1.4	1.4	1.4	1.4	1.4
	Below front of pack threshold	4.7	6.0	4.8	8.2	8.2	7.0	7.0
	Not in scope	1.4	0.0	0.0	0.0	0.0	0.0	0.0
	<i>Total</i>	10.2	12.5	12.5	12.5	12.5	12.5	12.5

Notes: "Above threshold" is advertising for brands that contain products that have at least one red label under the given assumption. "Above/Below threshold" is advertising for brands or ranges that contain some products with at least one red label, and others with no red label under the given assumption. "Below threshold" is advertising for brands that contain products without a red label under the given assumption. Under each assumption no advertising is "not in scope". The assumptions are described in Table 3. Pre watershed is 05.30-21.00, post watershed is 21.00 - 05.30. "% total child impacts" refers to % of total child impacts for food and drink over 2015. Details of how we identify children's programming are given in Appendix to March 30 report.

In the Spreadsheet Appendix we list all brands, how they are treated under the NPM threshold and under each of the options described in this report. Here we list advertising for brands that are below the NPM threshold but above the front of pack threshold (Table 5) and advertising for brands that are above the NPM threshold but below the front of pack threshold (Table 6).

Table 5: *Brands which are below the NPM threshold but are above the front of pack threshold*

Brand	Share of child impacts
Kelloggs - Coco Pops Mini Crocs	1.72
Bear Nibbles - Pure Fruit Rolls	0.55
Bear Nibbles - Fruit Paws	0.43
Bear Nibbles - Yoyo Fruit Sweets	0.24
Lucozade - Sport	0.14
Tesco - Leg Of Lamb	0.03
Lidl - Deluxe New Zealand Leg Of Lamb	0.03
Lidl - Brit Semi Skimmed Milk	0.02
Honey Monster - Puffs	0.02
Morrisons - Gammon Joint	0.01
Eurospar - Spar Enjoy Local Thin Sliced Sandwich Steaks	0.00
Lidl Ni - Strathvale Ni Lamb Loin C	0.00
Walkers - Doritos Nacho Cheese	0.00
<i>Total</i>	3.20

Notes: Numbers show the % of all child impacts over 2015 that are accounted for by each brand.

Table 6: *Brands which are above the NPM threshold but below the front of pack threshold*

Brand	Share of child impacts
Muller - Bliss Corner	0.35
Nestle - Cheerios Cereal	0.20
Kelloggs - Rice Krispies	0.16
Kelloggs - Spec K Cereal	0.15
Kelloggs - Spec K Red Berries	0.15
Robinsons - Orange Fruit Squash	0.11
Lidl - Kania Tomato Ketchup	0.07
Robinsons - Orange & Raspberry	0.07
Aldi - Spec Sel Hot Cross Buns	0.04
Dolmio - Recipe Base	0.04
Sharwoods - Chinese Rge	0.03
Asda - Robinsons Fruit Squash Rge	0.02
Lidl - Crownfield Fruit & Fibre	0.01
Morrisons - M Signature Brit Pork Sausages	0.01
Sunblest - Pancakes	0.01
Hovis - Ormo Prod Rge	0.00
Lidl - Deluxe Potato Gratins	0.00
Centra - Robinsons Fruit Squash	0.00
<i>Total</i>	1.43

Notes: Numbers show the % of all child impacts over 2015 that are accounted for by each brand.

3 Option 2: apply NPM only to selected categories

We apply the same NPM thresholds as used in the March 30 report but only to categories covered by the sugar reduction strategy, the calorie reduction strategy or the Soft Drinks Industry Levy. Advertising for brands not covered by these categories is treated as not in scope.

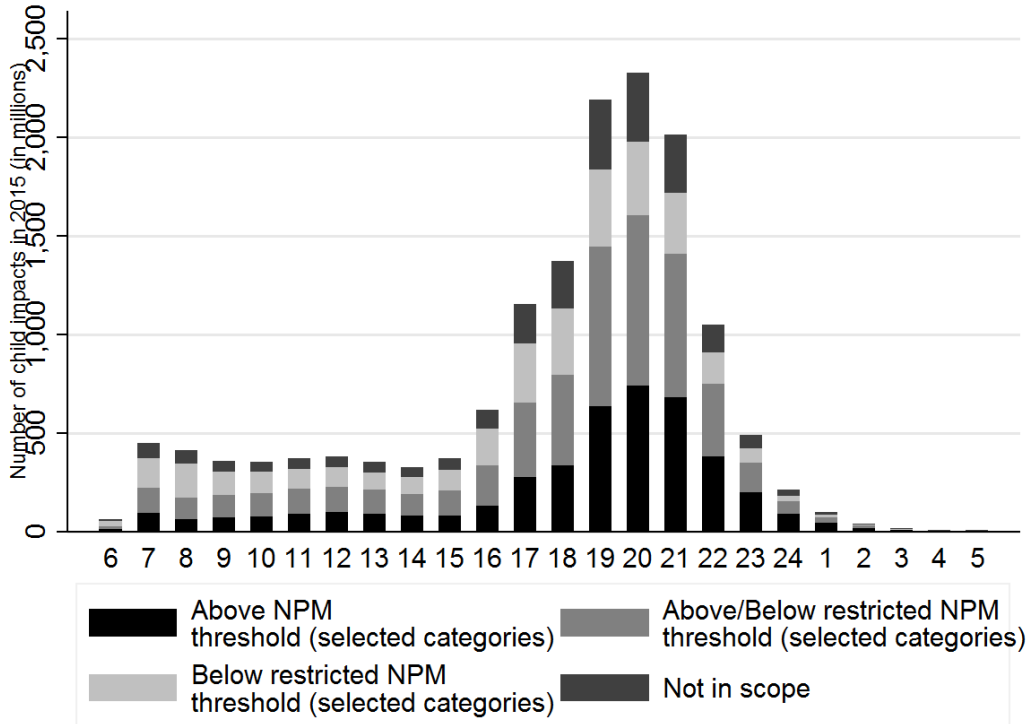
As agreed, we map the categories covered by the sugar reduction strategy, the calorie reduction strategy or the Soft Drinks Industry Levy onto a list of food groups that was defined by IFS researchers in the Kantar Worldpanel; this mapping is shown in the Spreadsheet Appendix. This mapping is not exact, and so some products will be misallocated to categories.

Figure 2 shows the number of child impacts by hour of the day for adverts for brands where: (i) all products are above the threshold, (ii) some products are above and some below the threshold, (iii) all products are below the threshold and (iv) products are out of scope of the threshold.

As in the March 30 report, we treat advertising of broad supermarket ranges and advertising of restaurant and bars as belonging to the “above/below threshold (selected categories)” group.

Table 7 summarises this information. Table 8 compares the selected category NPM threshold with the full NPM threshold used in the March 30 report. It shows the share of child impacts for advertising categorised as above, above/below, below and not in scope for both the selected category NPM threshold and full NPM threshold.

Figure 2: *Child impacts by hour of day and NPM threshold applied only to selected categories*



Notes: Each bar shows the total child impacts, summed over the course of 2015, for each hour of the day and for all food and drink products. “Above NPM threshold” is advertising for brands that contain products in the selected categories (i.e. sugar reduction, calorie reduction and soft drinks level categories) that have NPM scores all equal to or above the threshold. “Above/Below NPM threshold” is advertising for brands or ranges that contain some products in the selected categories above and some below the threshold. “Below NPM threshold” is advertising for brands that contain products that have NPM scores all below the threshold. “Not in scope” is advertising for brands that are not in the selected categories.

Table 7: Child impacts by time slot and selected category NPM

(1) Time slot	(2) Threshold	(3) No. child impacts (in millions)	(4) % of total child impacts
Total	Above NPM threshold (selected categories)	4,285	28.5
	Above/Below NPM threshold (selected categories)	5,160	34.4
	Below NPM threshold (selected categories)	3,232	21.5
	Not in scope	2,343	15.6
	<i>Total</i>	15,020	100.0
Pre watershed	Above NPM threshold (selected categories)	2,869	19.1
	Above/Below NPM threshold (selected categories)	3,807	25.3
	Below NPM threshold (selected categories)	2,643	17.6
	Not in scope	1,785	11.9
	<i>Total</i>	11,103	73.9
Between 19.00 and 21.00	Above NPM threshold (selected categories)	1,372	9.1
	Above/Below NPM threshold (selected categories)	1,680	11.2
	Below NPM threshold (selected categories)	761	5.1
	Not in scope	701	4.7
	<i>Total</i>	4,513	30.0
Post watershed	Above NPM threshold (selected categories)	1,416	9.4
	Above/Below NPM threshold (selected categories)	1,353	9.0
	Below NPM threshold (selected categories)	589	3.9
	Not in scope	559	3.7
	<i>Total</i>	3,917	26.1
Children's programming	Above NPM threshold (selected categories)	1	0.0
	Above/Below NPM threshold (selected categories)	513	3.4
	Below NPM threshold (selected categories)	1,215	8.1
	Not in scope	195	1.3
	<i>Total</i>	1,924	12.8

Notes: "Above NPM threshold" is advertising for brands that contain products in the selected categories (i.e. sugar reduction, calorie reduction and soft drinks level categories) that have NPM scores all equal to or above the threshold. "Above/Below NPM threshold" is advertising for brands or ranges that contain some products in the selected categories above and some below the threshold. "Below NPM threshold" is advertising for brands that have NPM scores all below the threshold. "Not in scope" is advertising for brands that are not in the selected categories. Pre watershed is 05.30-21.00, post watershed is 21.00 - 05.30. Column (3) shows the number of child impacts (in millions). Column (4) shows the percentage of all child impacts across 2015. Details of how we identify children's programming are given in Appendix of the March 30th report.

Table 8: % child impacts by NPM and selected category NPM

NPM threshold (selected categories)	NPM threshold			Total
	Above	Below/Above	Below	
Above	28.5	0.0	0.0	28.5
Above/Below	0.0	34.4	0.0	34.4
Below	0.0	0.0	21.5	21.5
Not in scope	4.4	1.7	9.5	15.6
<i>Total</i>	32.9	36.0	31.1	100

Notes: “Above threshold” is advertising for brands that contain products that are all above the threshold. “Above/Below threshold” is advertising for brands or ranges that contain some products above and some below the threshold. “Below threshold” is advertising for brands that contain products all below the threshold. “Not in scope” applies only to the NPM threshold (selected categories) and is advertising for brands that are not in the selected categories.

In the March 30 report we provide a range of numbers for impacts above/below the threshold at different times of the day, depending on how we treat advertising for brands and ranges with some products above and some below the NPM threshold and for restaurant and bar advertising. These scenarios are summarised in Table 3, with details provided in the March 30 report. In Table 9 we repeat this exercise for the selected category NPM threshold.

Table 9: Child impacts by time slot under varying assumptions - selected category NPM thresholds

(1) Time slot	(2) Threshold	(3) Repeat from Table 1				(4) % of total child impacts				(6)	(7)
		Table 1	Assumption 1	Assumption 2	Assumption 3	Assumption 1	Assumption 2	Assumption 3	Assumption 4		
Total	Above NPM threshold (selected categories)	28.5	36.4	38.0	27.1	28.8	Above/Below NPM threshold (selected categories)	28.0	28.4	28.0	28.0
	Below NPM threshold (selected categories)	31.6	22.3	21.3	31.6	30.5	Not in scope	12.7	12.9	12.7	12.7
	Total	100.0	100.0	100.0	100.0	100.0					100.0
Pre watershed	Above NPM threshold (selected categories)	19.1	25.3	26.4	18.2	19.4	Above/Below NPM threshold (selected categories)	20.6	20.9	20.6	20.6
	Below NPM threshold (selected categories)	17.6	18.0	17.3	25.1	24.3	Not in scope	9.7	9.8	9.7	9.7
	Total	73.9	74.1	74.1	74.1	74.1					74.1
Between 19.00 and 21.00	Above NPM threshold (selected categories)	9.1	11.4	12.0	8.8	9.4	Below NPM threshold (selected categories)	5.3	5.6	5.3	5.3
	Not in scope	4.7	3.9	3.8	3.9	3.8	Total	30.2	30.2	30.2	30.2
	Above/Below NPM threshold (selected categories)	11.2	9.2	9.1	9.2	9.1					9.1
Post watershed	Above NPM threshold (selected categories)	9.4	11.1	11.5	8.9	9.4	Above/Below NPM threshold (selected categories)	7.3	7.4	7.3	7.3
	Below NPM threshold (selected categories)	3.9	4.3	4.0	6.5	6.2	Not in scope	3.0	3.1	3.0	3.0
	Total	26.1	25.9	25.9	25.9	25.9					25.9
Children's programming	Above NPM threshold (selected categories)	0.0	2.1	2.1	0.1	0.0	Above/Below NPM threshold (selected categories)	2.8	2.8	2.8	2.8
	Below NPM threshold (selected categories)	8.1	7.2	7.2	9.3	9.2	Not in scope	1.1	1.1	1.1	1.1
	Total	12.8	13.3	13.1	13.3	13.1					13.1

Notes: "Above NPM threshold" is advertising for brands that contain products in the selected categories (i.e. sugar reduction, calorie reduction and soft drinks level categories) that have NPM scores all equal to or above the threshold under the given assumption. "Above/Below NPM threshold" is advertising for brands or ranges that contain some products in the selected categories above and some below the threshold under the given assumption. "Below NPM threshold" is advertising for brands that contain products that have NPM scores all below the threshold under the given assumption. "Not in scope" is advertising for brands that are not in the selected categories. The assumptions are described in Table 3. Pre watershed is 05.30-21.00, post watershed is 21.00 - 05.30. "% total child impacts" refers to % of total child impacts for food and drink over 2015. Details of how we identify children's programming are given in Appendix to March 30 report.

In Table 10 we list the largest 35 brands (on the basis of child impacts) that would not be subject to advertising restrictions if the NPM threshold was only applied to categories under the sugar reduction strategy, calorie reduction strategy, and Soft Drinks Industry Levy.

Table 10: *Brands which are above the NPM threshold but are not in the selected categories*

Brand	Share of child impacts
Bertolli - Butter	0.25
Douwe Egberts - Pure Gold Instant	0.22
Arla Foods - Lurpak Spreadable	0.22
Flora - Pro Activ Light Spread	0.21
Kerry Foods - Cheestrings	0.21
Mondelez - Philadelphia Deliciously Whipped	0.20
McClelland - Seriously Strong Cheddar	0.19
Whitworths - Sunny Raisin	0.17
Stork - With Butter	0.15
Mini Babybel - Cheese	0.14
Anchor - Spreadable Butter	0.14
Flora - Buttery Spread	0.13
Flora - Light Margarine	0.13
Laughing Cow - Mini Cravings	0.11
Cathedral City - Mature Cheese	0.10
Mh Foods - Fry Light Oil Spray	0.10
Pilgrims Choice - Extra Mature Cheddar	0.10
Maggi - So Stir Fry	0.09
Stork - Margarine	0.09
Mondelez - Philadelphia Duo Cremoso	0.08
Flora - Gold	0.08
St Agur - Cheese	0.08
Anchor - Butter	0.08
Benecol - Prod Rge	0.08
Lidl - Lovilio Mozzarella	0.07
Boursin - Garlic & Fine Herb Cheese	0.07
Mondelez - Philadelphia Light	0.06
Leerdammer - Cheese Rge	0.06
Nescafe - Cafe Menu Instant Rge	0.06
Don Simon - Orange Juice	0.06
Laughing Cow - Cheese Light Spread	0.05
Laughing Cow - Light With Cheddar	0.05
Anchor - Cheddar Cheese	0.05
Lidl - Vitafit Orange Juice	0.05
Arla Foods - Lurpak Cooks Rge	0.04
Le Rustique - Cheese	0.04
Lidl - Valley Spire Extra Mature Cheddar	0.04
Lidl - Lovilio Parmigiano Reggiano Cheese	0.03
Lidl - Valley Spire Mature Cheddar Cheese	0.03
Lidl - Tower Gate Scot Oatcakes	0.02
Waitrose - Pork Brussels Sprouts & Bacon Stuffing Wraps	0.02
Lidl - Valley Spire Mature Cheddar	0.02
Lidl - Belbake Granulated Sugar	0.02
Dr Oetker - Surprise Inside Cupcake Centres	0.02
Lidl - Heavenly Buttery	0.02
Lidl - Vitafit Smooth Orange Juice	0.02
Lidl - Valley Spire Vintage Cheddar	0.02
606 Prod Networker - Nestle Cerelac	0.01
Morrisons - Salted Brit Butter	0.01
Waitrose - Wookey Hole Cave Aged Cheddar	0.01
Asda - Cathedral City Mature Cheese	0.01
Lidl - Vintage Reserve White Cheddar	0.01
Morrisons - Silver Spoon Granulated Sugar	0.01
Other	0.27
<i>Total</i>	4.39

Notes: Numbers show the % of all child impacts over 2015 that are accounted for by each brand.

4 Option 3: use sugar reduction targets instead of NPM threshold

Products in categories covered by the sugar reduction strategy, the calorie reduction strategy or the Soft Drinks Industry Levy) are in scope. For products in categories covered by the sugar reduction strategy we base the threshold on the “20% reduction guideline” (see Table 2 on pages 23-24 of the PHE document “Sugar Reduction: Achieving the 20%”). For products subject to the Soft Drinks Industry Levy we base the threshold on 5g of sugar per 100ml. For products in categories that are subject to the calorie reduction strategy, but not subject to the sugar reduction strategy or the Soft Drinks Industry Levy, we base the threshold on the NPM (you did not specify what criteria we should use).

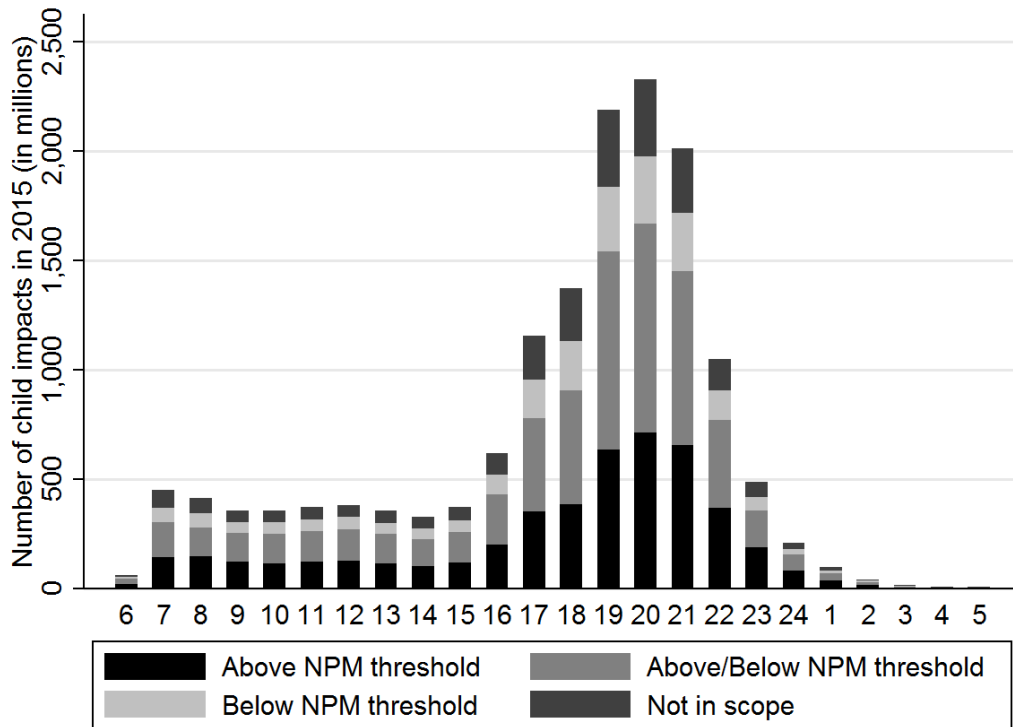
Advertising for brands not covered by the sugar reduction strategy, the calorie reduction strategy or the Soft Drinks Industry Levy categories is deemed not in scope.

Figure 3 shows the number of child impacts by hour of the day for adverts for brands where: (i) all products are above the threshold, (ii) some products are above and some are below the threshold, (iii) all products are below the threshold, and (iv) products out of scope of the threshold.

Note, that as in the March 30 report, we treat advertising of broad supermarket ranges and advertising of restaurant and bars as belonging to the “above/below threshold” group.

Table 11 summarises this information. In Table 12, for products that fall into the sugar reduction or soft drinks levy categories, we compare to the NPM threshold used in the March 30 report. The table shows the share of all child impacts for advertising categorised as above, above/below, below and not in scope for both the sugar based threshold and NPM threshold.

Figure 3: *Child impacts by hour of day and threshold based on sugar targets and soft drinks levy*



Notes: Each bar shows the total child impacts, summed over the course of 2015, for each hour of the day and for all food and drink products. “Above threshold” is advertising for brands that contain products that are above the threshold. “Above/Below threshold” is advertising for brands or ranges that contain some products above and some below the threshold. “Below threshold” is advertising for brands that contain products that are below the threshold. “Not in scope” is for categories not covered by the sugar reduction, calorie reduction or soft drinks levy.

Table 11: *Child impacts by time slot and sugar targets and soft drinks levy*

(1)	(2)	(3)	(4)
Time slot	Threshold	No. child impacts (in millions)	% of total child impacts
Total	Above NPM threshold	4,778	31.8
	Above/Below NPM threshold	5,783	38.5
	Below restricted NPM threshold	2,116	14.1
	Not in scope	2,343	15.6
	<i>Total</i>	15,020	100.0
Pre watershed	Above NPM threshold	3,420	22.8
	Above/Below NPM threshold	4,294	28.6
	Below restricted NPM threshold	1,605	10.7
	Not in scope	1,785	11.9
	<i>Total</i>	11,103	73.9
Between 19.00 and 21.00	Above NPM threshold	1,347	9.0
	Above/Below NPM threshold	1,862	12.4
	Below restricted NPM threshold	604	4.0
	Not in scope	701	4.7
	<i>Total</i>	4,513	30.0
Post watershed	Above NPM threshold	1,357	9.0
	Above/Below NPM threshold	1,489	9.9
	Below restricted NPM threshold	512	3.4
	Not in scope	559	3.7
	<i>Total</i>	3,917	26.1
Children's programming	Above NPM threshold	765	5.1
	Above/Below NPM threshold	660	4.4
	Below restricted NPM threshold	305	2.0
	Not in scope	195	1.3
	<i>Total</i>	1,924	12.8

Notes: "Above threshold" is advertising for brands that contain products that are above the threshold. "Above/Below threshold" is advertising for brands or ranges that contain some products above and some below the threshold. "Below threshold" is advertising for brands that contain products that are below the threshold. "Not in scope" is for categories not covered by the sugar reduction, calorie reduction or soft drinks levy. Pre watershed is 05.30-21.00, post watershed is 21.00 - 05.30. Column (3) shows the number of child impacts (in millions). Column (4) shows the percentage of all child impacts across 2015. Details of how we identify children's programming are given in the Appendix of the March 30th report.

Table 12: % child impacts by NPM and sugar targets/soft drinks levy for categories covered by sugar targets/soft drinks levy

Sugar targets/soft drinks levy	NPM threshold			Total
	Above	Below/Above	Below	
Above	12.8	1.0	6.2	19.9
Above/Below	2.3	3.2	3.1	8.6
Below	1.6	0.2	5.6	7.4
<i>Total</i>	16.6	4.5	14.6	36.0

Notes: “Above threshold” is advertising for brands that contain products that are all above the threshold. “Above/Below threshold” is advertising for brands or ranges that contain some products above and some below the threshold. “Below threshold” is advertising for brands that contain products all below the threshold. Numbers sum to total child impacts for advertising of brands that belong to categories subject to sugar reduction targets or the soft drinks industry levy.

Table 13 lists all brands in the sugar reduction and soft drinks levy categories that are above the NPM threshold, but are below the threshold based on the sugar reduction strategy targets and soft drinks levy.

Table 14 lists all brands in the sugar reduction and soft drinks levy categories that are below the NPM threshold, but are above the threshold based on the sugar reduction strategy targets and soft drinks levy.

Table 13: *Brands which are above the NPM threshold but below the sugar reduction and soft drink targets*

Brand	Share of child impacts
Warburtons - Crumpets	0.17
Kelloggs - Rice Krispies	0.16
McVities - Breakfast Oaty Breaks	0.16
Ferrero - Rocher Chocolate	0.14
Rowse Honey - Pure Honey	0.12
Cadbury - Dairy Milk Oat Crunch	0.11
Warburtons - Giant Crumpets	0.11
Haagen Dazs - Strawberries & Cream	0.11
Boomf Com - Photo Marshmallows	0.10
De Beukelaer - Cookies Bakery	0.08
Ferrero - Colln	0.06
Haagen Dazs - Coffee	0.06
Iceland - Luxury Choc & Orange Choux Garland	0.04
Nabisco - Belvita Breakfast Soft Bakes	0.04
Lidl - Gelatelli Bourbon Vanilla	0.04
Aldi - Mince Pies	0.02
Nabisco - Belvita Tops Choco Hazelnut	0.02
Lidl - Caramel Wafer Bars	0.02
Lidl - Butter Croissant	0.02
Lidl - Apple Turnover	0.01
Tunnocks - Caramel Log	0.01
Morrisons - Ferrero Rocher	0.01
Sunblest - Pancakes	0.01
Lidl - Vitasia Coconut Icecream	0.00
Lidl Ni - Deluxe Fresh Macarons	0.00
<i>Total</i>	1.61

Notes: Numbers show the % of all child impacts over 2015 that are accounted for by each brand.

Table 14: *Brands which are below the NPM threshold but above the sugar reduction and soft drink targets*

Brand	Share of child impacts
Kelloggs - Coco Pops Mini Crocs	1.72
Danone - Activia Fibre Yogurt Rge	0.78
Kerry Foods - Yollies	0.70
Danone - Actimel For Kids	0.69
Yoplait - Petits Filous Frubes	0.59
Bear - Alpha Bites	0.54
Yoplait - Petits Filous	0.32
Nestle - Shreddies Cereal	0.22
Danone - Disney Frozen Yogurts	0.20
Yoplait - Petits Filous Magic Squares	0.14
Kerry Foods - Yollies Yogurt Lollies	0.10
Danone - Disney Star Wars Yogurts	0.07
M&s - Hot Cross Buns	0.04
Fage - Total Split Pot	0.03
Lidl - Crownfield Malt Wheaties	0.02
Honey Monster - Puffs	0.02
Asda - Hot Cross Buns	0.02
Kelloggs - Rice Krispies Multigrain	0.00
<i>Total</i>	6.20

Notes: Numbers show the % of all child impacts over 2015 that are accounted for by each brand.