## Nickelodeon:

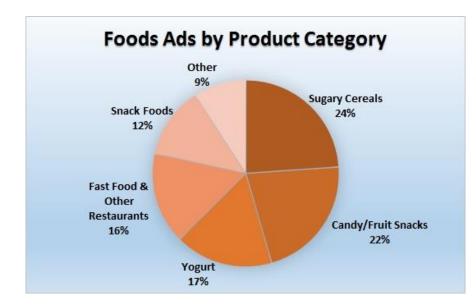
### **Marketing Obesity to Kids**

As the largest entertainment company for children, Viacom's Nickelodeon reaches millions of young viewers daily through its television channels, websites, games, and characters on packaging and shaped into toys included with fast-food meals. Over 40% of television food ads seen by children 14 years and younger are broadcast on Viacom-owned channels. Nickelodeon/Viacom does not have a clear policy for food marketing to children.

#### **Food Advertisements on Nickelodeon**

The Center for Science in the Public Interest reviewed 28 hours of Nickelodeon programming from October 26-27, 2012, during which a total of 846 advertisements and PSAs were aired. Of those 846 ads, 88 (10%) were for foods. Of those food ads, 69% were for foods of poor nutritional quality. The most common products marketed to kids were sugary cereals, candy/fruit snacks, yogurt, fast food and other restaurants, and snacks. The remaining ads were for desserts, low-fat chocolate milk, and prepared foods or meals.





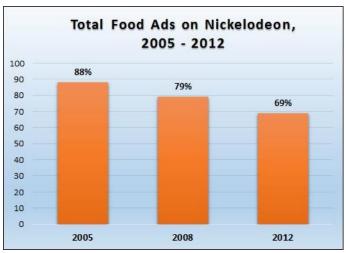
# Public Service Announcements (PSAs)

Two PSAs aired during the 28-hours assessed in this study. Both were for physical activity. Although Nickelodeon prides itself on supporting health and wellness through its annual World Wide Day of Play and PSAs, it aired only one PSA for every 30 junk-food ads.

### **Nickelodeon/Viacom Food Marketing to Children**

CSPI analyzed food marketing on Nickelodeon in 2005, 2008, and most recently in 2012. Over that period of time, ads for unhealthy foods decreased from about 90% of food ads in 2005 to 80% in 2008 to

70% in 2012. While this decrease is encouraging, it is insufficient; the overwhelming majority of food ads continue to be for foods of poor nutritional value. Nickelodeon showed more improvement in the overall number of food ads aired. In 2012, 10% of Nickelodeon's ads were for food products, down from 23% in 2008 and 22% in 2005 (the total number of ads [food, toys, movies, and all others] was up slightly; 846 ads in 2012, 819 in 2008, and 764 in 2005). The percentage of ads promoting brands, as opposed to ads for specific food products, increased. Thirty-four percent of the food ads were for food or restaurant brands (as



opposed to individual foods), up from 27% in 2008 and 10% in 2005.

### **Nickelodeon Lacks Strong Policy to Address Food Marketing**

Nickelodeon has taken some steps to address the licensing of its characters, but its policy is vague and not publicly available. Importantly, Nickelodeon has not taken steps to limit unhealthy food marketing through its TV advertising or websites, which are the primary means by which it markets to children. Nickelodeon relies on its advertisers to determine what is appropriate to market to children. In 2006, the Council of Better Business Bureaus formed the Children's Food and Beverage Advertising Initiative (CFBAI) to improve food marketing to children. Although 16 companies joined the initiative and pledged to market only healthier food to children, Nickelodeon does not require all food advertisers to meet nutrition guidelines. In contrast, the Walt Disney Company and ION Television's Qubo have comprehensive policies that apply nutrition standards to all their marketing and advertising to kids.

### What Can You Do?

Please write to Nickelodeon and encourage the company to protect children and stop undermining parents. If Disney can limit unhealthy food marketing to children, so can Nick!



Visit Bit.ly/NickDumpJunk to urge Nickelodeon to implement a transparent policy for marketing to children that includes strong nutrition standards for all advertising and marketing through the company's child-directed media.

For more information, please visit www.foodmarketing.org.

