



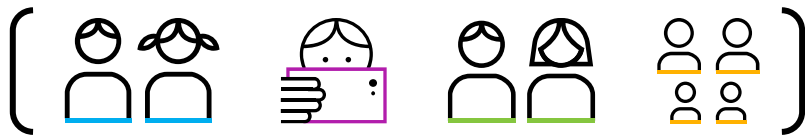
IFBA-WFA: EU Alcohol

A Nielsen Ad Intel Insight Report

What is the Digital Avatar Project?

The following insight report is based upon the findings of our Digital Avatar project, which used four avatars (simulated consumer profiles) to track advertising activity across a media universe of 100 distinct URLs (websites/YouTube) in 12 nominated markets. The following insight report is based upon the findings of our Digital Avatar project, which used four avatars (simulated consumer profiles) to track advertising activity across 12 nominated markets. Through the findings, we were able to determine the general pervasiveness of alcohol advertising and estimate a probabilistic rate of child/teen exposure to alcohol advertising.

The study employed four simulated consumer profiles, also known as avatars: **Child Under 12**, **Teenager 12-17**, **Adult** and **Neutral**



Each of the four avatars visited **100 primary URLs per market** across both desktop and mobile devices, with a randomly selected subpage also monitored.

This created **1,600 hits a day per country**. We ran the avatars for 14 days between 7th – 27th October, resulting in a **total of 33,600 hits per country, for a total of 201,600**.

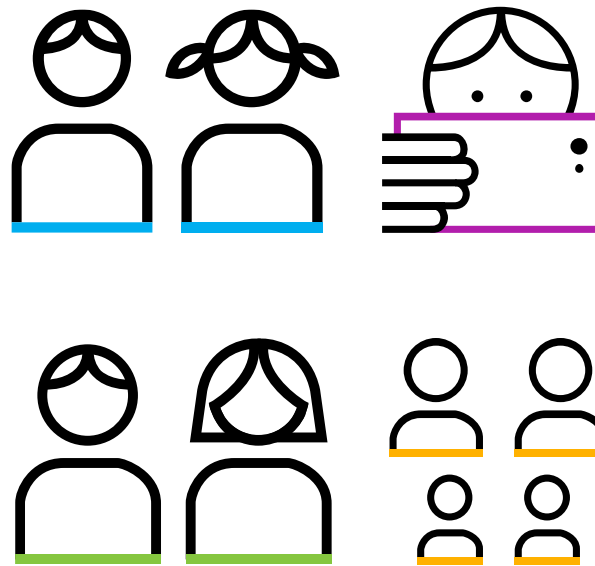
The media universe was formulated as a mix of sites & channels popular with – and having content/genre affinity with – teen and children audiences, as well as generally top ranking sites & channels, to achieve a simulation of the average browsing habits in each country.

Creating our Avatar personalities

The panel consists of simulated consumers, also known as avatars. Each avatar is programmed to express a specific personality – with specific hobbies, interests and desires – through regular browsing activity, like a real online user would do.

In order to build its designated personality, an avatar performs three types of browsing activity on a daily basis. For example, an avatar designed to represent a Teenager aged 12-17 will:

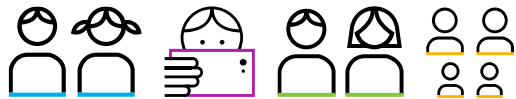
- visit websites known to be popular with the 12-17 audience (as per official/industry statistics)
- visit websites and YouTube channels researched and selected by our experts as representative of the activity of an 12-17 year old (using thematic/genre information from official/industry sources)
- run Google and Bing searches on topics (researched and selected by our experts) pertinent to the intended profile, as well as clicking on the search results to reach the websites behind them





Alcohol Findings

Alcohol activity represented a fraction of the total advertising seen by the avatars



43,768 ad impressions monitored by all four avatars in 12 countries (over 21 days)

124 were alcohol ads. This is **0.28%** of all advertising monitored by the avatars.

5 of these alcohol ads were located on URLs with youth appeal
This represents **0.01%** of all advertising monitored by the avatars

0 of these alcohol ads on URLs with youth appeal were located on YouTube

% of Alcohol ad impressions per market
(as seen by all avatars)

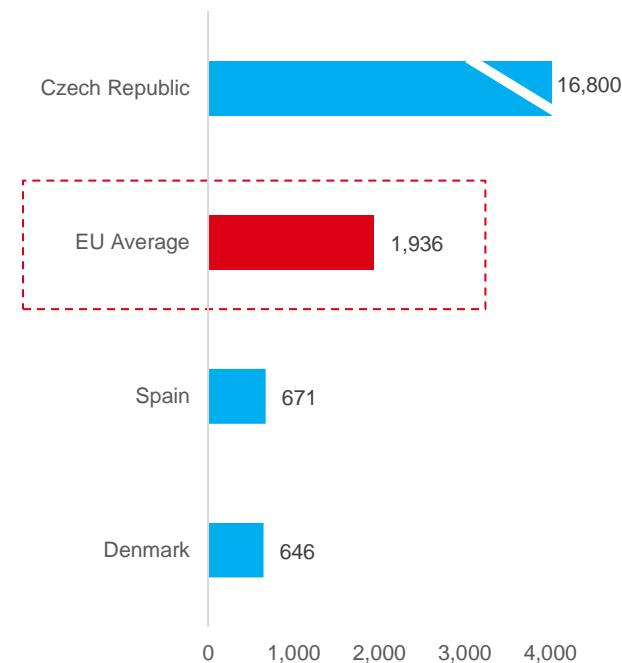
	No. of all Ad Impressions	No. of Alcohol ad Impressions	% of Alcohol ad Impressions (vs all Ads)
Belgium	5,501	4	0.07%
Czech Republic	5,733	1	0.02%
Denmark	7,155	55	0.77%
Ireland	6,806	-	-
Netherlands	9,201	-	-
Spain	9,372	64	0.68%
Total	43,768	124	0.28%

A Child/Teen would need to visit an “average site” 1,936 times before being served an alcohol ad

By calculating the average number of impressions seen per site visit, we can determine the number of visits that the child/teen avatar would have to make to that “average site” before it encountered an alcohol ad impression. This calculation assumes that an alcohol ad would always appear after the ratio of non-alcohol to alcohol is achieved, and that the average impressions per site remains constant.

	No. of <u>all</u> Ad Impressions	No. of Alcohol Ad Impressions	No. of Ad Impressions per single Alcohol Ad Impression	Total No. of URL Visits by Child/Teen Avatars	Avg. No of Ad Impressions per URL visit	No. of visits until a Child/Teen is served a Alcohol Ad Impression
Belgium	2,723	-	-	16,800	0.16	-
Czech Republic	2,932	1	2,932	16,800	0.17	16,800
Denmark	3,669	26	141	16,800	0.22	646
Ireland	3,717	-	-	16,800	0.22	-
Netherlands	4,619	-	-	16,800	0.27	-
Spain	4,829	25	193	16,800	0.29	671
EU Average	22,489	52	432	100,800	0.22	1,936

No. of URL Visits until a Child/Teen is served an Alcohol Ad Impression



On average, a Child/Teen would see an alcohol ad every 5,169 minutes, or 86 hours 9 mins

Using Nielsen data from our Desktop @ Home panels, we are able to calculate an 'average child user' from our audiences. This usage data comes from households in AU / DE / IT / UK / US during the full month of Oct-21 using a desktop PC within the home, and does not include mobile/tablet browsing. Due to a different market scope and timeframe, the Desktop @ Home panel data is not directly comparable with the findings of our Digital Avatar Study. However, by using it to create average values, we can calculate an **estimated overall amount of time** a child/teen would need to spend online before being served an alcohol ad.

Age Range	Panel Size	Page Views	Total Minutes (Mins)
Ages 2 – 12	17,172	1,874,601	5,431,316
Ages 13 - 17	9,096	1,721,392	4,181,119
Total (Under 18s)	26,268	3,595,993	9,612,435

Across 26,268 panellists, the average figures are as follows:

Average per child/teen	1	137	366
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Therefore, an average child/teen visits **137 pages** in **366 mins**

Our data shows that, across the EU, an average child/teen would see an alcohol ad every **1,936 pages**. The calculation for average amount of time spent online before seeing an alcohol ad is as follows:

$(366 / 137) = 2.67$	2.67 mins per page (or 2 mins 40 seconds)
$2.67 * 1,936$	5,169 minutes

Across the EU, a child/teen would see an alcohol ad every **5,169 minutes**, or **86 hours 9 mins**

