

# ADVERTISING: EXPOSURE & INDUSTRY STATISTICS

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## EXPOSURE

- » The average young adolescent watches 3-4 hours of TV per day. <sup>1</sup>
- » The average American child may view as many as 40,000 television commercials every year. <sup>2</sup>
- » Four hours of television programming contain about 100 ads. <sup>3</sup>
- » 30 percent of local TV news time is devoted to advertising. <sup>4</sup>
- » In 2000, children 12 years and under, directly and indirectly, influenced the household spending of over \$600 billion. <sup>5</sup>

## MEDIA INDUSTRY EXPENDITURES & REVENUES

- » In 2001, U.S. advertising expenditures topped \$230 billion, more than doubling the \$105.97 billion spent in 1980. <sup>6</sup>
- » Of the \$248 billion projected to be spent on advertising in the U.S. in 2004, 9.9 percent of that will be spent on online advertising. <sup>7</sup>
- » \$2 billion is spent annually to target juvenile consumers. <sup>8</sup>
- » Internet advertising produced almost \$2 billion in revenues in 1998. <sup>9</sup>
- » The total U.S. revenue of mass media corporations exceeded \$250 billion in 1998. <sup>10</sup>

## OTHER COUNTRIES

- » Sweden, since 1991, has banned all advertising during children's prime time due to findings that children under 10 are incapable of telling the difference between a commercial and a program, and cannot understand the purpose of a commercial until the age of 12.
- » The European Union, is now considering issues related to advertising targeted at children and whether there should be a European-wide ban or regulation.

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1. [www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org)

2. Starsburger, Victor C., (2001, June) "Children and TV Advertising: Nowhere to run, Nowhere to hide". *Journal of Developmental & Behavioral Pediatrics*, 22,185

3. *Minneapolis Star Tribune*, March 10, 1999

4. Rocky Mountain Media Watch

5. McNeal, James (2001). Quotes in McDonald M, Lavelle M. "Call it 'kid-fluence.'" *U.S. News & World Report*, July 30, 2001. p. 32

6. McCann-Erickson *U.S. Advertising Volume Reports and Bob Coen's Insider's Report for December 2001*

7. [www.medialiteracy.com](http://www.medialiteracy.com)

8. [www.mediachannel.org/atissue/consumingkids/front.shtml](http://www.mediachannel.org/atissue/consumingkids/front.shtml)

9. Internet Advertising Bureau

10. Industry Revenue Reports