

# Alcohol in traditional and digital media

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## Alcohol content in YouTube music videos

Interval coded alcohol content in 110 Top 40 chart music videos & adolescent exposure (32 vids)

Alcohol occurred in 45% videos (7% included brands)

Content associated with

- sexualised imagery or lyrics
- image, lifestyle and sociability
- overtly encouraging excessive drinking and drunkenness

Exposure: ASH Youth Smoking Survey (n=2068, 11-18yrs).

**81% respondents seen *at least* one video, 87% re-watched**

**Portman Group (3.2 (f)):** promotion should not “encourage illegal, irresponsible or immoderate consumption, such as drinking driving, **binge-drinking or drunkenness**”

**ASA rule 18.1:** “Marketing communications should not ... **encourage excessive drinking**”



**“One more shot, another round, end of the day you’re going down – Timber!”**

(Timber by Pitbull ft K\$sha, **Voli Vodka™**)

*¾ billion + YouTube views 1.12.16*

**“Talk about getting blasted”**

(Blurred Lines by Robin Thicke ft. T.I., Pharrell Williams, **Remy Martin™**)

*½ billion YouTube views 1.12.16*

**Question:** If not direct advertising (RT is brand ambassador for RM) is the product placement editorially justified? (Ofcom, rule 9.5)

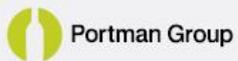
“I have ‘em like Miley Cyrus, clothes off, twerking in their bras and thongs. Timber! Face down, booty up. Timber! That’s the way we like to–what?–Timber! I’m slicker than an oil spill, she say she won’t, but I bet she will! Timber!” (Timber by Pitbull ft K\$sha, **Voli Vodka™**)



“Uh, you’re like a needle in a haystack, Uh. I wanna sit you where my face at, Uh. Lunch, with a few Mai-Tai’s, uh. Purple kisses on my tie, uh. Life can leave a dick loved, uh. Now you gettin’ this dick, love, Uh.” (Give it 2U by Robin Thicke ft. Kendrick Lamar, **Remy Martin™**)



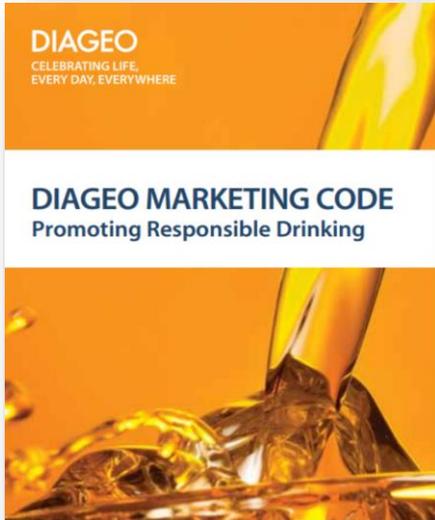
33 million YouTube views



(d) suggest any association with sexual activity or sexual success;

Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks

**Diageo:** “We will not depict people drinking heavily or rapidly, or in a state of intoxication, nor imply that such behaviour is attractive or appropriate”



“F\*ck it let's get the drink in - poison our livers!”

(Lyrics: ‘Thank You’ by Busta Rhymes (feat. Kanye West, Q-Tip & Lil Wayne, **Hennessy™**)

14+ million YouTube views

# Population estimate of exposure

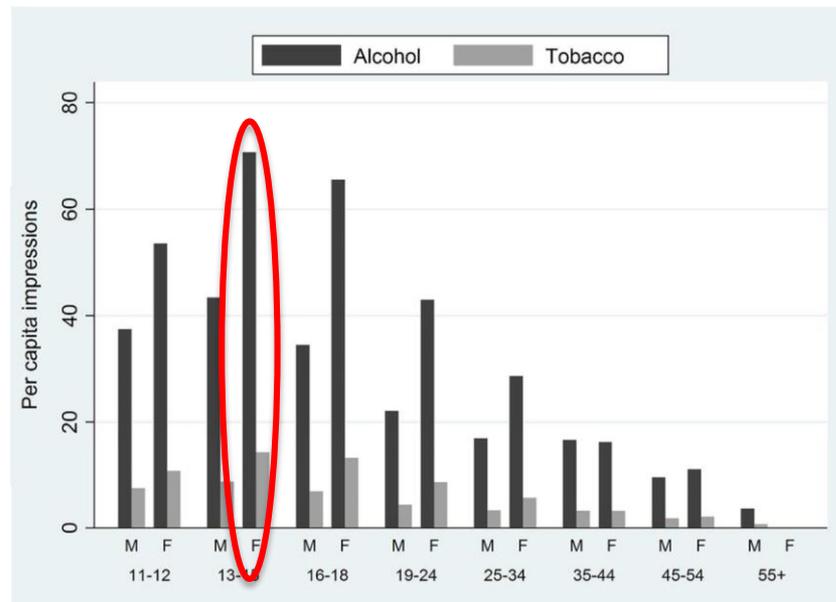
Survey **4,300** respondents

Used survey & census data to estimate how many 'impressions' each adult and child had received in Britain

Videos delivered estimated **1006 million gross impressions** of alcohol

Per capita exposure was nearly **4 times higher in adolescents**, who were exposed to an average of 52.1 alcohol impressions than in adults (14.1 impressions)

**Girls aged 13-15** estimated to be most exposed



*Alcohol content...*



# Alcohol in computer games

Assessment of 39 UK bestselling video games of 2012/2013

8 genres that involve avatars that look and act like real people (e.g. stealth, stealth/action adventure, stealth/open world, stealth/shooter)

Recorded reported presence/ absence of alcohol content in:

- **official content descriptors provided by the PEGI – none**
- official game developer web sites
- Amazon.co.uk
- game.co.uk
- Internet Movie Database (IMDb)
- Common Sense Media

**13 contained alcohol content** (12 age rated 18)



YouGov survey of 1094 British children aged 11-17 yrs of playing games with content

Those who played at least one game were nearly **3 times** as likely to have consumed alcohol than those who had not

Cut scene analysis of survey top 5 games

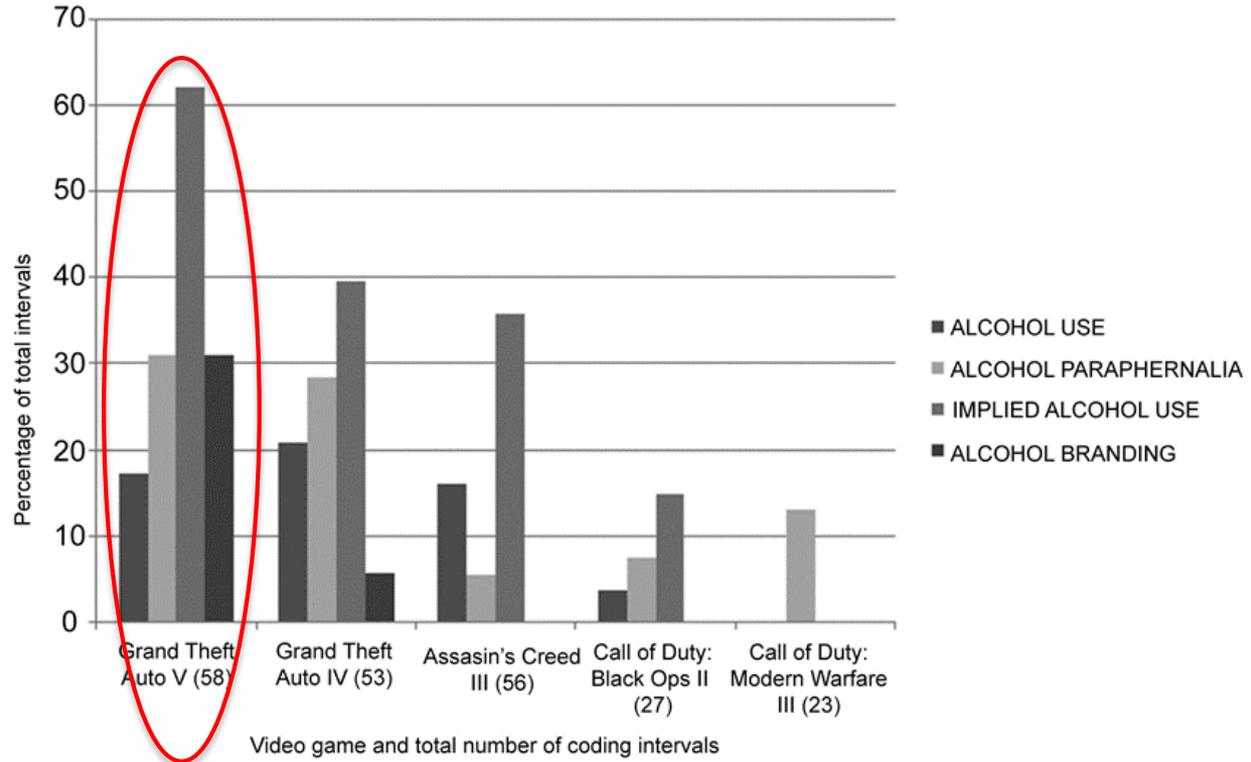
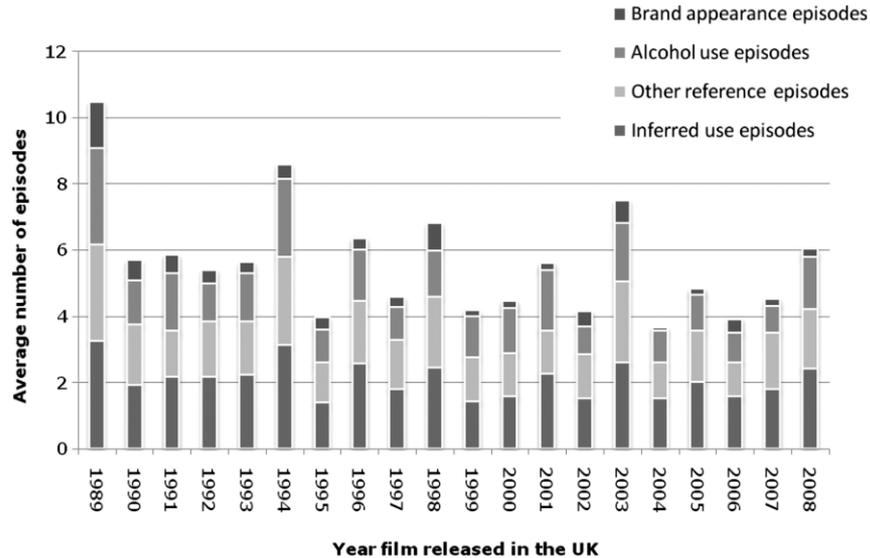


FIG. 1. Percentage of total coding intervals containing alcohol content by category in the five games.

# Alcohol in film

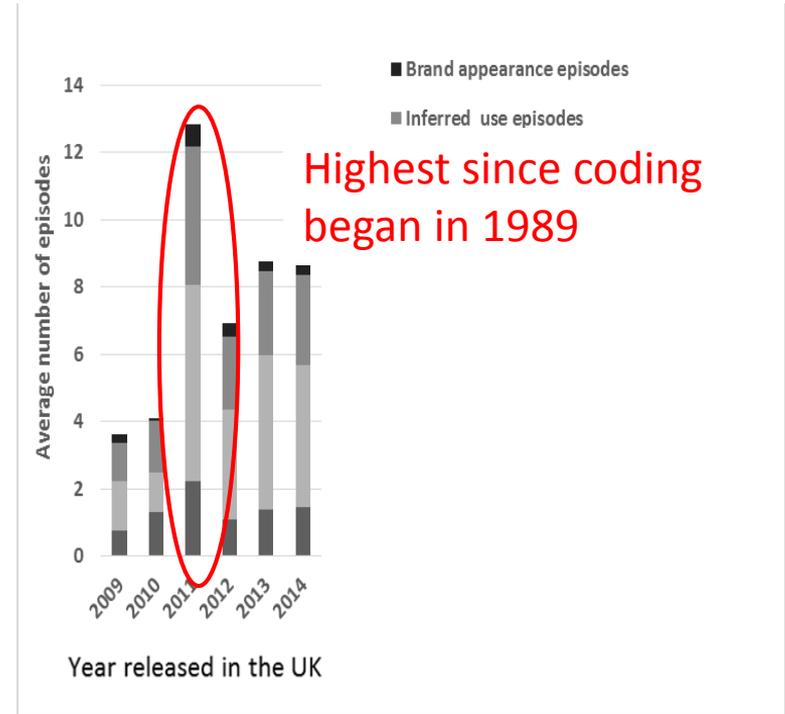
2009-2014 update of annual top 15 box office films  
(90 total)

The average number of alcohol appearances and brand appearances per hour of film viewed in the UK each year between 1989 and 2008 (n = 300).



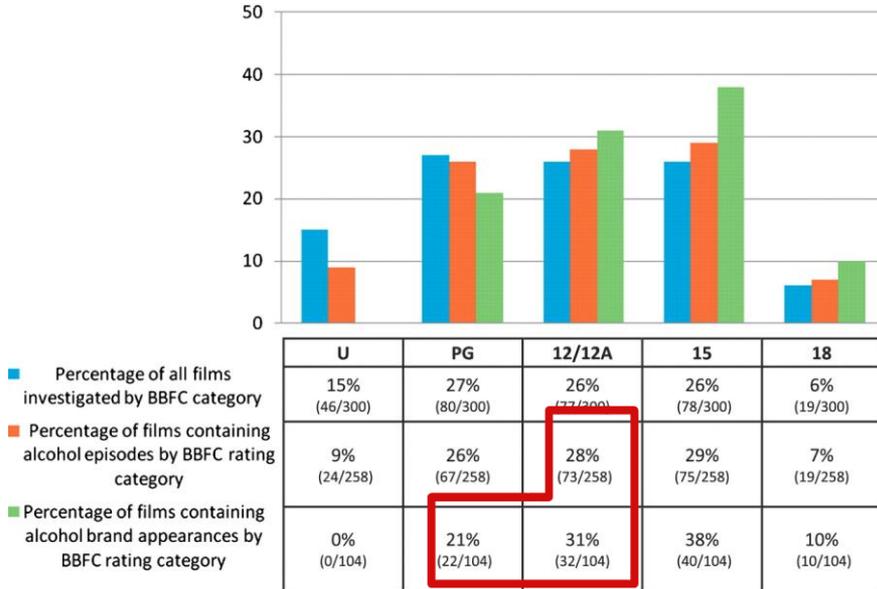
Ailsa Lyons et al. Int. J. Epidemiol. 2011;ije.dyr126

The average number of alcohol appearances and brand appearances per hour of film viewed in the UK each year between 2009 and 2014 (n = 90).

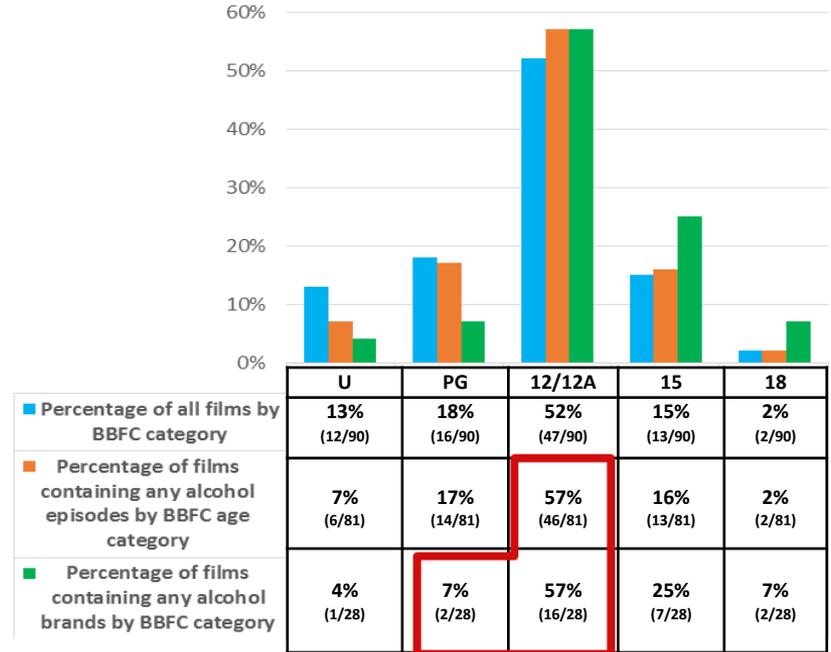


Cranwell, Whittamore & Britton, unpublished

All films (n = 300), percentage of films containing any episodes of alcohol by BBFC category (n = 258) and percentage of films containing episodes of brand appearances by BBFC category (n = 104).



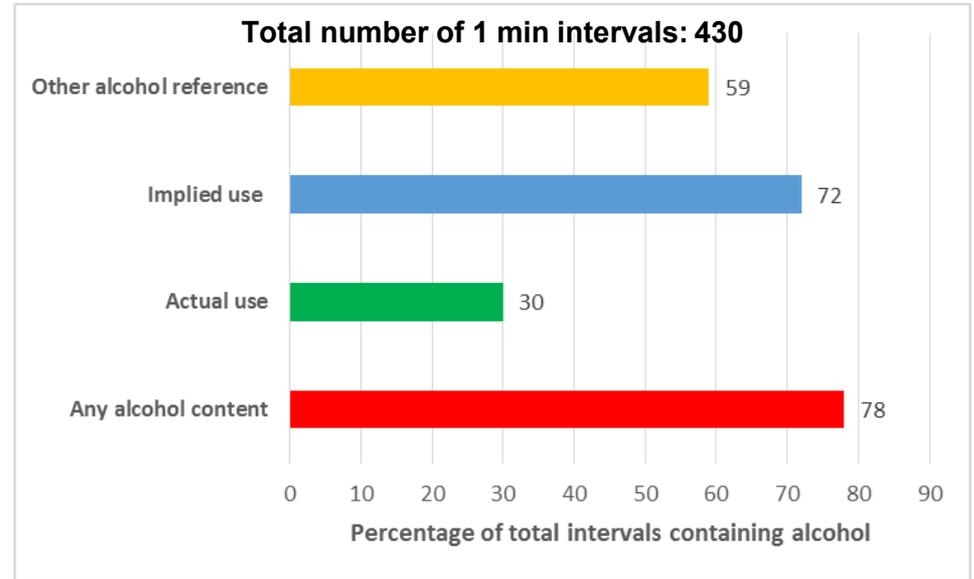
All films (n = 90), percentage of films containing any episodes of alcohol by BBFC category (n = 81) and percentage of films containing episodes of brand appearances by BBFC category (n = 28).



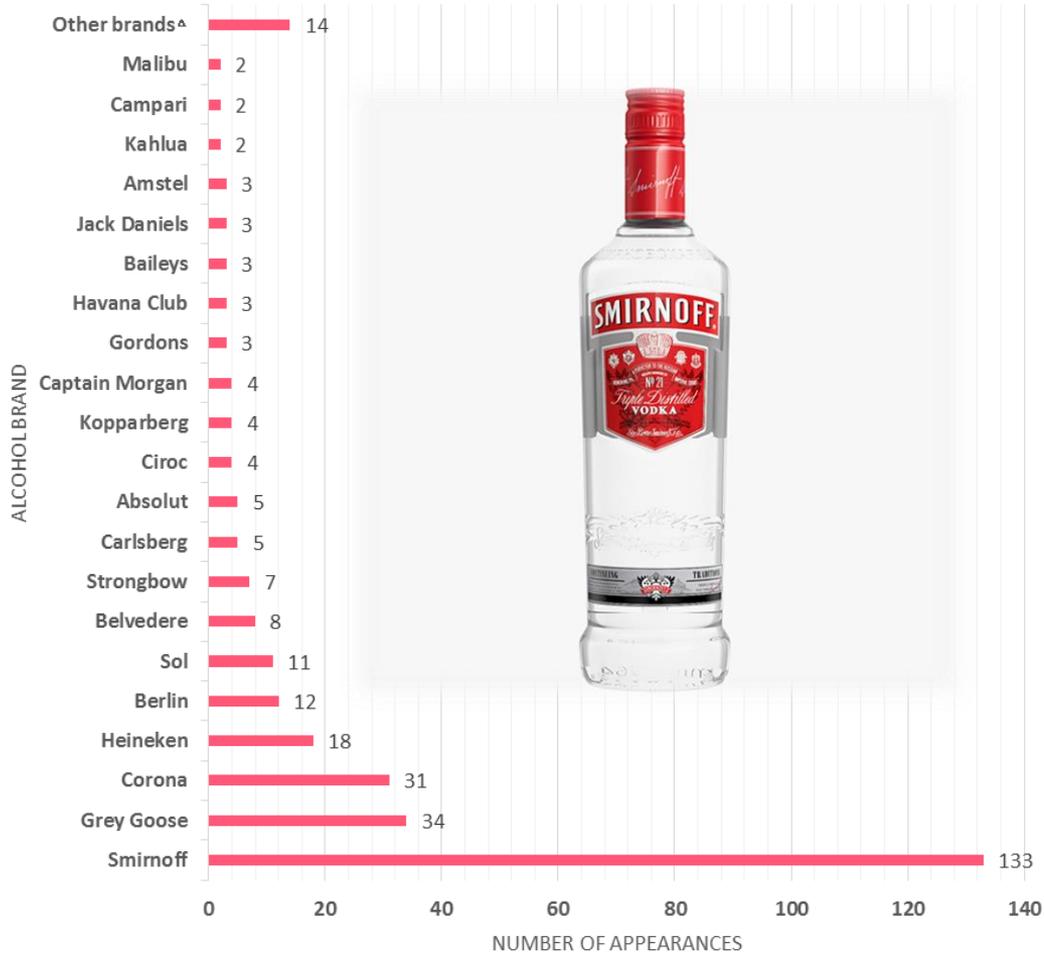
# Alcohol in reality TV (Lowe, Britton & Cranwell, in progress)

## Geordie Shore (Series 11, MTV: 10 episodes, 2015).

- Core audience are **12-34** yrs olds
- British reality TV series: ~1.2m viewers P/E
- MTV UK (Top 100 Best Global Brands)
- 60% episodes rated 15yrs (DVD)
- Aired 10pm (after watershed)
- But available on demand (NOWTV) and catch-up



<b>% of coding intervals that contained branding</b>	<b>Average number of different alcohol brands per episode</b>	<b>Average number of brand appearances per episode</b>
<b>23</b>	<b>8</b>	<b>31</b>



# Challenges

## **Music videos:**

1. Identifying if placement is for editorial reason or as a result of a commercial arrangement between the broadcaster or producer and a third party funder (Ofcom say needs to be for editorial reason)
2. Google/YouTube/VEVO to support regulation
3. BBFC to include direct alcohol advertising in their age rating criteria
4. Alcohol companies should adhere to their own voluntary codes of practice
5. Tighter policies in place to regulate **and monitor** digital content

## **Games:**

1. Interactive Software Federation of Europe to include PEGI alcohol content descriptors for computer games
2. Creating parental awareness – children who play 18 rated games (e.g GTA)

## **Film:**

Reducing generalised alcohol & cut branding in youth rated films (or age rate them accordingly)

## **TV:**

Need to monitor branding and general promotion in reality TV



Prof John Britton, CBE  
Professor of Epidemiology & Pubic Health



Dr Magdalena Opazo-Bretton  
Medical Statistician



Prof Jo Leonardi-Bee  
Professor of Epidemiology & Pubic Health and Statistics

## Work conducted at UKCTAS, Nottingham



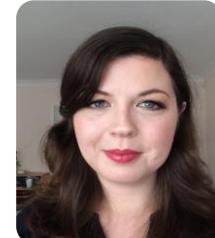
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