

Appendix 5

DGA Content Analysis

Analysis covered over 900 commercial spots...

ITV1 HTV West		Total Number of Commercials	
Day	Date	Children's Airtime	Early Evening*
Monday	13/10/2003	48	59
Tuesday	07/10/2003	48	56
Wednesday	05/11/2003	55	64
Thursday	13/11/2003	58	58
Friday	05/09/2003	48	58
Saturday	13/09/2003	155**	70
Sunday	21/09/2003	98***	55
TOTAL		510	420

Source: DGA

17:00-20:00/**no spots registered between 0600-0700/

**excl. 09:35-10:20 & no spots registered between 0600-0700

...and over 150 Core Category commercials

ITV1 HTV West		Total Number of Core Category Commercials	
Day	Date	Children's Airtime	Early Evening*
Monday	13/10/2003	7	10
Tuesday	07/10/2003	9	11
Wednesday	05/11/2003	4	8
Thursday	13/11/2003	8	3
Friday	05/09/2003	10	9
Saturday	13/09/2003	46**	7
Sunday	21/09/2003	17***	7
TOTAL		101	55

Source: DGA
 *17:00-20:00/**no spots registered between 0600-0700/
 **excl. 09:35-10:20 & no spots registered between 0600-0700

Summary

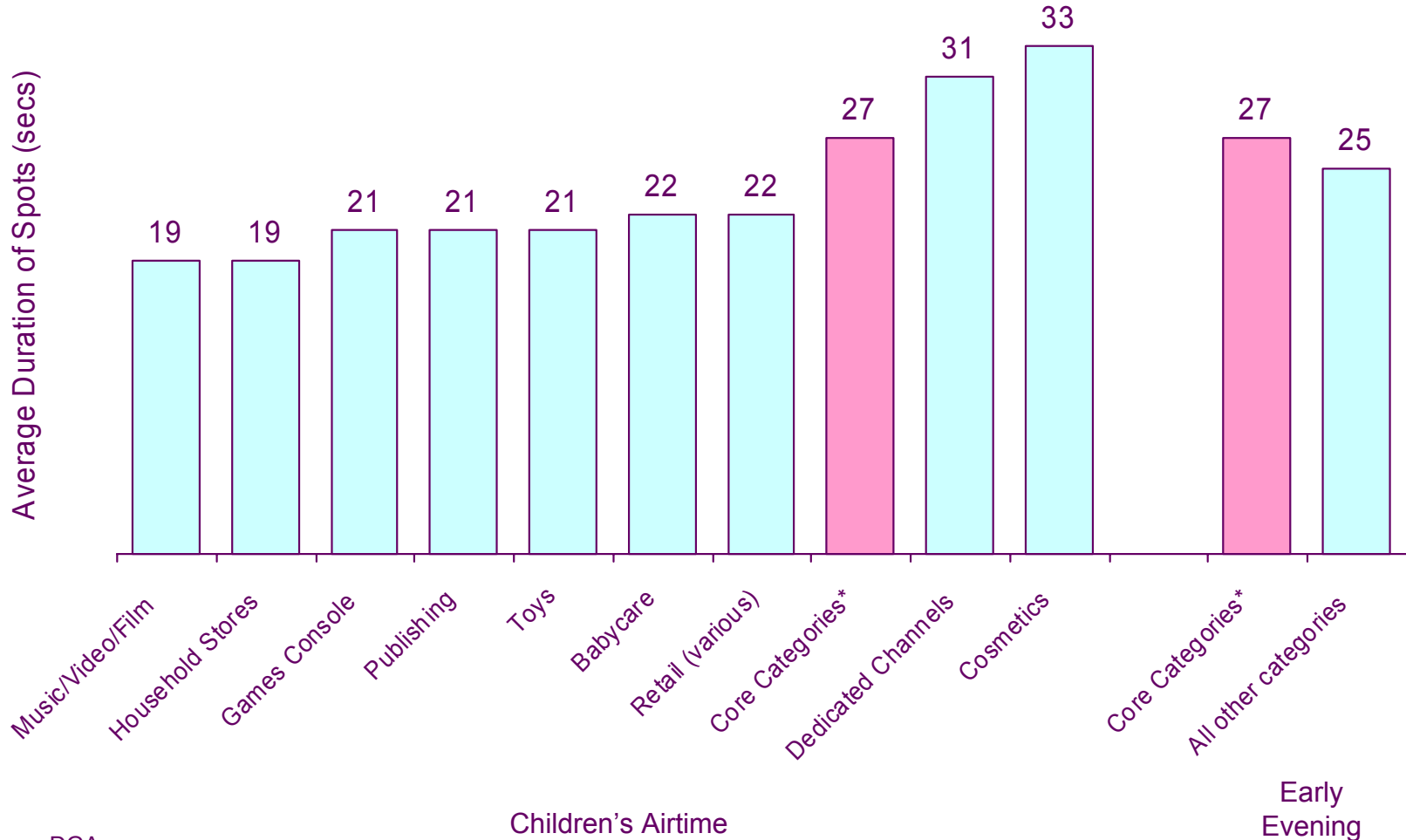
- Over 900 commercial spots analysed across the entire period
 - 150 food, soft drink and fast food commercials
- Core Category* commercials accounted for 20% of ads in Children's Airtime and 13% of ads in the Early Evening slot**
- Advertisers are more likely to use Animation and Stills when targeting viewers during Children's Airtime
 - 16% of **all** ads during Children's Airtime use animation, compared with 11% in the early evening slot
- Use of animation in Children's Airtime skewed by Core Category advertising
 - 42% of **Core Category** commercials during Children's Airtime used animated creative, compared with 16% in the early evening slot
- Core Category ads during Children's Airtime more likely to include product tie-in
 - Overall 11% of **all** ads in Children's Airtime included a product tie-in, compared with 28% of **Core Category** ads in Children's Airtime

Core Category = All food, soft drink and chain restaurant brands

Note: These results cannot be directly compared with detailed analysis based on Nielsen/BARB spend & impacts data looking at all commercials over the year across all commercial channels. This analysis looks at commercial spots and is based on a sample period in one ITV1 region only.

Core Category* advertisers tend to run 30 second spots

Average Duration of Commercial Spots by Category



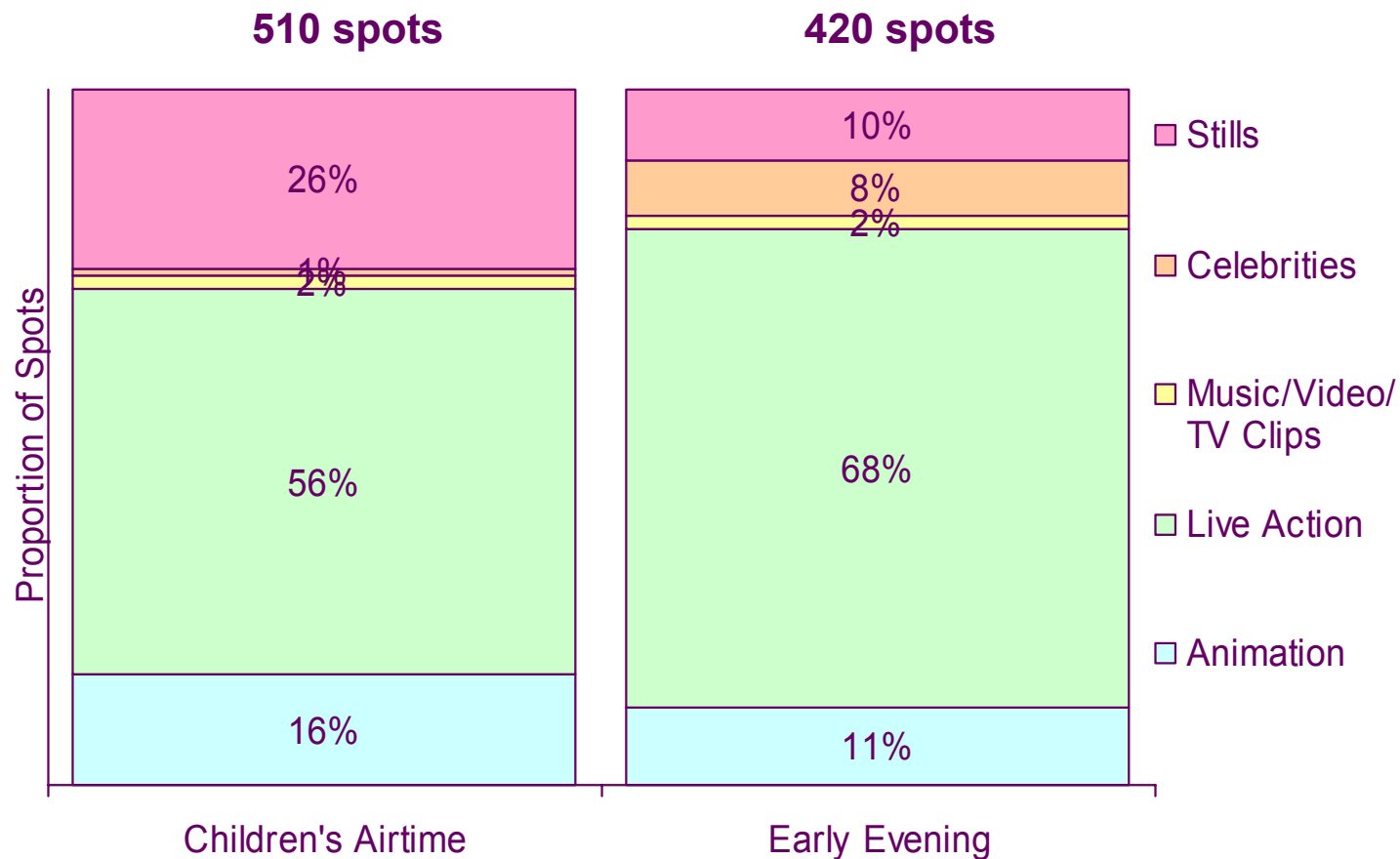
Source: DGA

Core Category = All food, soft drink and chain restaurant brands

Food includes Food, Soft Drinks & Fast Food/ Dedicated Channels e.g. promotion by Nickelodeon,/ Publishing e.g. Magazines & Comics/
Music,Video,Film e.g. CDs, videos, film releases/ Household Stores e.g. cleaning products, washing-up liquid

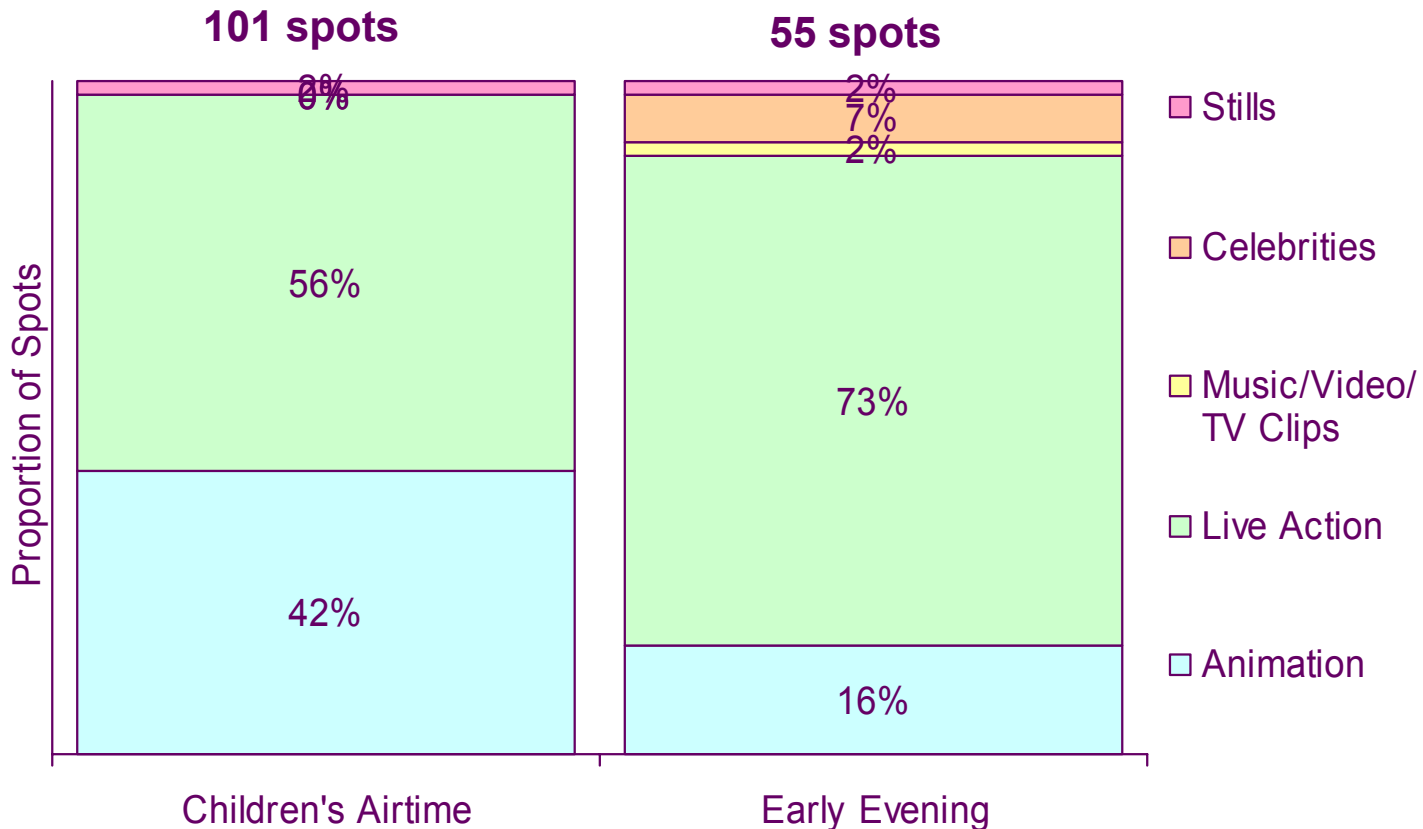
Advertisers are more likely to use Animation and Stills when targeting viewers during Children's Airtime

Creative Analysis : All Commercials



Core Category* advertisers use animated creative to target audiences during dedicated children's slots

Creative Analysis : Core Category Commercials

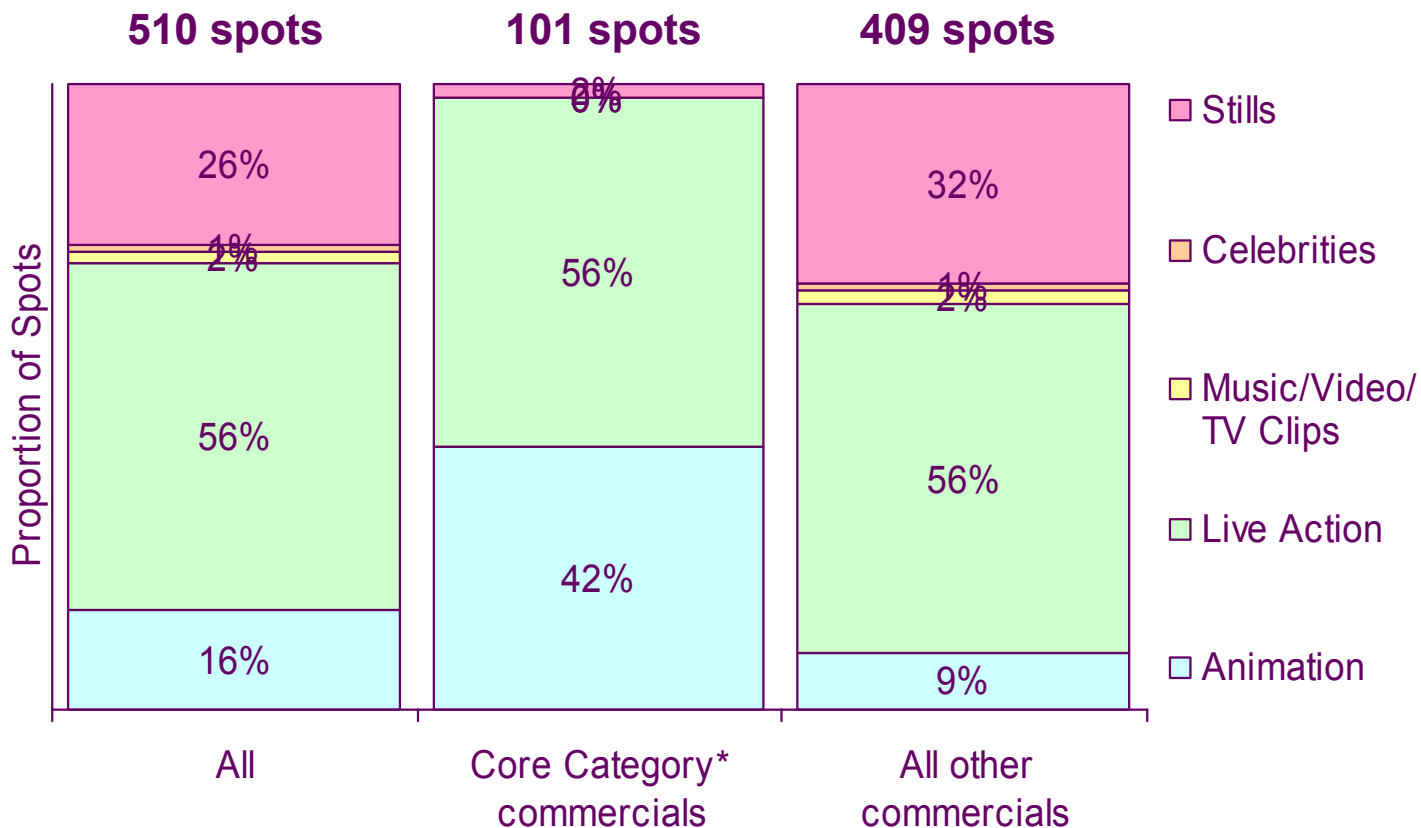


Source: DGA

*Core Category = All food, soft drink and chain restaurant brands

Use of animation in Children's Airtime skewed by Core Category* advertising

Creative Analysis : Children's Airtime



Source: DGA

*Core Category = All food, soft drink and chain restaurant brands