Appendix 5

DGA Content Analysis
### Analysis covered over 900 commercial spots...

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Total Number of Commercials</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Children’s Airtime</td>
</tr>
<tr>
<td>Monday</td>
<td>13/10/2003</td>
<td>48</td>
</tr>
<tr>
<td>Tuesday</td>
<td>07/10/2003</td>
<td>48</td>
</tr>
<tr>
<td>Wednesday</td>
<td>05/11/2003</td>
<td>55</td>
</tr>
<tr>
<td>Thursday</td>
<td>13/11/2003</td>
<td>58</td>
</tr>
<tr>
<td>Friday</td>
<td>05/09/2003</td>
<td>48</td>
</tr>
<tr>
<td>Saturday</td>
<td>13/09/2003</td>
<td>155**</td>
</tr>
<tr>
<td>Sunday</td>
<td>21/09/2003</td>
<td>98***</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>510</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Total Number of Core Category Commercials</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Children’s Airtime</td>
</tr>
<tr>
<td>Monday</td>
<td>13/10/2003</td>
<td>7</td>
</tr>
<tr>
<td>Tuesday</td>
<td>07/10/2003</td>
<td>9</td>
</tr>
<tr>
<td>Wednesday</td>
<td>05/11/2003</td>
<td>4</td>
</tr>
<tr>
<td>Thursday</td>
<td>13/11/2003</td>
<td>8</td>
</tr>
<tr>
<td>Friday</td>
<td>05/09/2003</td>
<td>10</td>
</tr>
<tr>
<td>Saturday</td>
<td>13/09/2003</td>
<td>46**</td>
</tr>
<tr>
<td>Sunday</td>
<td>21/09/2003</td>
<td>17***</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>101</td>
</tr>
</tbody>
</table>

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

- **Music/Video/Film**: 19 seconds
- **Household Stores**: 19 seconds
- **Games Console**: 21 seconds
- **Publishing**: 21 seconds
- **Toys**: 22 seconds
- **Babycare**: 22 seconds
- **Retail (various)**: 27 seconds
- **Core Categories***: 31 seconds
- **Dedicated Channels**: 33 seconds
- **Cosmetics**: 27 seconds
- **Core Categories***: 25 seconds

**Children’s Airtime**

- **Early Evening**

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

510 spots

- Stills: 26%
- Celebrities: 12%
- Music/Video/TV Clips: 3%
- Live Action: 16%
- Animation: 8%

420 spots

- Stills: 10%
- Celebrities: 8%
- Music/Video/TV Clips: 2%
- Live Action: 68%
- Animation: 11%

Source: DGA
Core Category* advertisers use animated creative to target audiences during dedicated children’s slots

Creative Analysis : Core Category Commercials

101 spots
- Stills: 56%
- Celebrities: 42%
- Music/Video/TV Clips: 2%
- Live Action: 2%
- Animation: 0%

55 spots
- Stills: 73%
- Celebrities: 16%
- Music/Video/TV Clips: 2%
- Live Action: 2%
- Animation: 0%

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

<table>
<thead>
<tr>
<th></th>
<th>510 spots</th>
<th>101 spots</th>
<th>409 spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>16%</td>
<td>26%</td>
<td>32%</td>
</tr>
<tr>
<td>Core Category*</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>All other commercials</td>
<td>16%</td>
<td>56%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Proportion of Spots

- **Stills**
- **Celebrities**
- **Music/Video/TV Clips**
- **Live Action**
- **Animation**

Source: DGA

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