



Campaign for Alcohol-Free Sports TV



APPENDIX: Data Summary

2009 Bowl Championship Series (BCS) Advertising Results

We videotaped and later watched four of the five Bowl Championship Series (BCS) football games (January 1-8, 2009) to determine the number of alcohol advertisements and sponsorships throughout the games:

1. Rose Bowl “presented by Citi,” January 1, 2009, 4:30 p.m., ABC, Penn State vs. USC
2. FedEx Orange Bowl, January 1, 2009, 8:30 p.m., Fox, Virginia Tech vs. Cincinnati¹
3. Allstate Sugar Bowl, January 2, 2009, 8:00 p.m., Fox, Utah vs. Alabama
4. Tostitos Fiesta Bowl, January 5, 2009, 8:00 p.m., Fox, Texas vs. Ohio State
5. Fed Ex BCS National Championship, January 8, 2009, 8:00 p.m., Fox, Oklahoma vs. Florida

We recorded the companies and products advertised during each game using a standard form. We also noted alcohol logos inside of the stadium and other audio or visual beer promotions/sponsorships. We compared the data from this year’s BCS football games with similar data gathered in 2008. The prevalence of beer ads has not changed much since those games.

Advertisements Included Several Product Categories

380 advertisements aired during the four BCS bowl games from kick-off until the final buzzer.² Of those, 358 (94%) advertised products other than alcoholic beverages. We noted commercials for movies³ and network television shows in the total amount. Alcoholic beverage commercials accounted for 6% (22), of the total ads observed.

BCS Games	Non-Alcoholic Beverage Ads	Beer Ads	Total Ads	% of Beer Ads
Rose Bowl “presented by Citi”	85	2 (45 sec total)	87	2%
Allstate Sugar Bowl	104	6 (2 min 30 sec total)	110	5%
Tostitos Fiesta Bowl	90	6 (2 min 30 sec total)	96	6%
FedEx BCS National Championship	79	8 (3 min total)	87	9%
Total	358 (94%)	22	380	6%

¹ Due to a technical malfunction, the FedEx Orange Bowl was not videotaped and is not included in this analysis.

² The NCAA claims it does not control ads aired during halftime and pre- and post-game shows. In order to fairly compare BCS (non-NCAA) and Final Four games (NCAA), ads aired during those times are not counted in the analysis.

³ Categorized as “Entertainment” along with DVD releases and videogames.

Non-Alcoholic Beverage Advertisements

An overwhelming majority (94%) of the advertisements aired during the 4 BCS bowl games were for non-alcoholic products and services. Automobiles (88 ads) were the most advertised product category, followed by telecommunications (46 ads), network television shows/ local news programs (37 ads), food (37 ads), entertainment (27 ads) and insurance (25 ads).

Beer Advertisements

22 beer advertisements aired during the 4 BCS games, making beer the 7th most-advertised product category. Two beer advertisements appeared during the entire Rose Bowl game and we observed no alcohol sponsorships or in-stadium signs. More alcohol ads aired during the games broadcast on the Fox network, and alcohol sponsorships and in-stadium signs were more prominent. At one point during each quarter, the Bud Light logo appeared in the bottom left-hand corner of the television screen. Also, at least once during each of the games aired on Fox, an announcer noted that the game was sponsored by either Bud Light or Budweiser.

Content of Beer Ads

The beer brands advertised during the BCS bowl games included Bud Light (11 ads), Budweiser (4 Great American Lager; 4 Select), Michelob (2), and Miller Genuine Draft (MGD64) (1). Seven of the ads (Budweiser Select, MGD64, Michelob Ultra) touted the product as a lower calorie beverage, while four Budweiser ads (Great American Lager) focused on the ingredients and brewing process of the product itself. Bud Light aired 11 “Drinkability” ads claiming: “Not too heavy, not too light. The difference is drinkability.” The Bud Light Drinkability ads contained younger looking actors, humor, and youth-oriented themes. For example, one commercial shows a man jumping on a trampoline in a back yard and he accidentally lands on a table next to it. A young couple is watching (and drinking Bud Light). The man says, “He nailed it.” The voice over says: “Instability bad. Drinkability good. Not too heavy, not too light. Bud Light: the difference is drinkability.”

2009 BCS Game Summaries

Rose Bowl “presented by Citi,” January 1, 2009, 4:30 pm, ABC, Penn State vs. USC

Two beer advertisements ran during the entire game for a total of 45 seconds. The ads were aired in the first (Bud Light — “Drinkability”) and fourth (MGD64) quarters. We did not observe in-stadium beer signs or sponsorships during the game.

Allstate Sugar Bowl, January 2, 2009, 8:00 p.m., Fox, Utah vs. Alabama

Six beer advertisements aired during the game, totaling 2 minutes and 30 seconds. 1st quarter: Budweiser (Great American Lager); 2nd quarter: Budweiser Select and Bud Light (Drinkability); 3rd quarter: Michelob Ultra and Budweiser Select; and 4th quarter: Bud Light (Drinkability).

Alcoholic-beverage signs were observed inside the stadium. At one point during the 1st, 3rd, and 4th quarters, the Bud Light logo appeared in the bottom left-hand corner of the television screen. The voice-over announced: “Aerial coverage for tonight’s game is being sponsored by Bud Light. Endless refreshment from start to finish. Bud Light keeps it coming.” During the 2nd quarter, the Bud Light logo appeared in the bottom left-hand corner of the television screen, while the voice over announced: “The Allstate Sugar Bowl is sponsored by Bud Light. The difference is drinkability.”

Tostitos Fiesta Bowl, January 5, 2009, 8:00 p.m., Fox, Texas vs. Ohio State

Six beer advertisements ran during the game, totaling 2 minutes and 30 seconds. 1st quarter: Budweiser (Great American Lager); 2nd quarter: 2 Bud Light (Drinkability); 3rd quarter: Bud Light (Drinkability); and 4th quarter: Michelob Ultra and Bud Light (Drinkability). Alcoholic-beverage signs were observed inside the stadium. At one point during the first three quarters, Bud Light sponsored aerial coverage of the game and/or the game itself.

FedEx BCS National Championship, January 8, 2009, 8:00 p.m., Fox, Oklahoma vs. Florida

Eight beer advertisements aired during the game. 1st quarter: Bud Light (Drinkability), Budweiser (The Great American Lager); 2nd quarter: 3 Bud Light ads (Drinkability); 3rd quarter: 2 Budweiser Select ads; and 4th quarter: Budweiser (The Great American Lager). At one point during the first three quarters, Bud Light sponsored aerial coverage of the game and/or the game itself.

2008 NCAA “Final Four” Basketball Games Advertising Results

We videotaped and later watched the three 2008 NCAA “Final Four” basketball games (April 5-7, 2008) to determine the number of alcohol advertisements and sponsorships throughout the games:

1. University of Memphis vs. UCLA, April 5, 2008, 6:00 p.m., CBS
2. University of Kansas vs. University of North Carolina-Chapel Hill, April 5, 2008, 8:30 p.m., CBS
3. University of Memphis vs. University of Kansas, April 7, 2008, 8:00 p.m., CBS

We recorded the companies and products advertised during each game using a standard form. Also, we noted no alcohol logos inside of the stadium, but did record audio or visual beer promotions and sponsorships.

2008 NCAA “Final Four” Game Summaries

University of Memphis vs. UCLA 4/5/08, 6:00 p.m., CBS

Type of Advertisement	1st Half	2nd Half	Total Ads
Non-Alcoholic Beverage Ads	31	27	58
Beer	3 (30 sec)	5 (90 sec)	8
Total Ads	34	32	66

66 advertisements aired during the game from tip-off until the final buzzer (excluding halftime). Of those, 58 (88%) advertised products other than alcoholic beverages. Beer advertisements (Bud Light and Miller Lite) comprised 12% (8) of the total ads observed, totaling 2 minutes. The 5 most advertised product categories included: automobiles (11), **beer (8)**, CBS television shows (7), financial (5), and insurance (5).

University of Kansas vs. University of North Carolina-Chapel Hill 4/5/08, 8:30 p.m., CBS

Type of Advertisement	1st Half	2nd Half	Total Ads
Non-Alcoholic Beverage Ads	29	25	54
Beer	3 (75 sec)	5 (75 sec)	8
Total Ads	32	30	62

62 advertisements aired during the game from tip-off until the final buzzer (excluding halftime). Of those, 54 (87%) advertised products other than alcoholic beverages. Beer advertisements (Bud Light and Miller Lite) comprised 13% (8) of the total ads observed, totaling 2 minutes and 30 seconds. The 5 most advertised product categories included: automobiles (9), entertainment (9), **beer (8)**, CBS television shows (6), and financial (5).

University of Kansas vs. University of Memphis
4/7/08, 9:00 p.m., CBS
NCAA National Championship

Type of Advertisement	1 st Half	2 nd Half	OT	Total Ads
Non-Alcoholic Beverage Ads	26	29	6	61
Beer	2 (45 sec)	3 (75 sec)	2 (60 sec)	7
Total Ads	28	32	8	68

68 advertisements aired during the game from tip-off until the final buzzer (excluding halftime). Of those, 61 (90%) advertised products other than alcoholic beverages. Beer advertisements (Bud Light and Miller Lite) made up 10% (7), of the total ads observed, totaling 3 minutes. 25% of the ads during the overtime period promoted beer. The 5 most advertised product categories included: automobiles (9), entertainment (9), **beer (8)**, CBS television shows (6), and financial (5).

Total Ads: All 3 2008 NCAA “Final Four” Games

2008 “Final Four” Games	Non-Alcoholic Beverage Ads	Beer Ads	Total Ads	% of Beer Ads
Memphis vs. UCLA	58	8 (2 min total)	66	12%
Kansas vs. UNC	54	8 (2 min 30 sec total)	62	13%
Memphis vs. Kansas	61	7 (3 min total)	68	10%
Total	173 (88%)	23	196	12%

196 advertisements aired during the 3 “Final Four” games from tip-off until the final buzzer (excluding halftime). Of those, 88% (173) advertised products other than alcoholic beverages. Beer advertisements (Bud Light and Miller Lite) made up 12% (23), of the total ads observed. Beer (23 ads) was the 2nd most advertised category behind automobiles (34). CBS television shows (21), entertainment (18), and insurance (14) ads rounded out the top 5 most advertised categories.