

Rapid Assessment on

Media Coverage of Junk Food and its Content Analysis on Selected Nepali and Indian Television Channels



Submitted by:

RECPHEC

Resource Centre for Primary Health Care (RECPHEC)

P.O.Box: 117, Kathmandu, Nepal, Ph: 977-1-4-243891, Fax: 977-1-4-225675

E mail: recphec@info.com.np, Website: www.recphec.org.np

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I. INTRODUCTION

1.1 Background

Urbanization is growing rapidly worldwide. Nepal is no exception. Living standards and styles have altered accordingly. Luxurious accommodation, motorized transportation, and ready-made food products are favorites among the urban population. Meanwhile, the world has witnessed the growing threat of non-communicable diseases (NCDs) in recent times. NCDs have reached epidemic proportions worldwide. According to WHO there are four particular diseases - cardiovascular diseases, chronic obstructive pulmonary diseases (COPD), cancer and diabetes mellitus (DM) - that have the greatest share in the morbidity and mortality from NCDs, accounting for around 60% of all deaths worldwide. NCDs share four main risk factors: use of tobacco products, excessive use of alcohol, lack of physical activity, and poor diet (over-consumption of unhealthy food and under-consumption of healthy foods). The burden of infectious diseases is still high in Nepal while at the same time the country is facing the problem of NCDs, which creates new challenges for the country.

In terms of diet, people are beginning to choose processed, packaged foods, instead of home-cooked healthy food. While the nutritional value of processed foods varies widely, of particular concern is the growing role of “junk food” in people’s diets. Junk food refers to packaged, ready to eat, heavily processed foods that contain little or no nutritional value and are high in fat, sugar, salt, and/or calories. Various factors contribute to these changes in food consumption patterns. People’s busy schedules, especially as more women enter the paid workforce, and as commutes take ever longer due to heavy traffic; the growing availability of processed foods sometimes combined with shrinking availability of fresh foods; perceived convenience and taste; and, intense and colorful advertisements are major factors contributing to the consumption of junk food. Food consumers are far more influenced by

advertisements and promotional schemes than by any information they may receive from the government or elsewhere about a healthy diet. The food industry spends over 33 billion U.S. dollars in a year in the U.S. alone to advertise junk food.

There is little difference between fast food and junk food. Fast food is normally prepared in restaurants/cafés and served quickly. Burgers, pizzas, fried chicken, and french fries that are prepared in a restaurant are examples of fast food. They have little fiber, vitamins or minerals, and are high in fat and salt. Junk foods, on the other hand, are produced in manufacturing plants and packaged for sale and then delivered to the locations where they are sold. Chips, chocolate/candies, soft drinks, and instant noodles are a few examples of junk food.

In the context of Nepal, there is currently a debate on the use of junk food and its health impacts. People have brought attention to the ways that poor nutritional habits can undermine the prerequisites of learning as well as decrease the strength that children need for studying, making friends, interacting with family, participating in sports and games or simply feeling good about themselves (Kausik et al, 2011). Editorial news, published by AVIYAN Daily on 24 December 2012, highlighted consumers' awareness about the ingredients of packaged foods. Women's health and reproductive rights activist Dr. Aruna Uprety claimed that "Most of the infant food formula, infant cereals and powder beverage mixes that commercial companies market are not good for the health of children. Parents tend to buy many kinds of unhealthy foods due to pressure of their children who are allured by colorful TV ads." Dr. Uprety quoted Dr. Ramesh Kant Adhikari as saying that "Advertising has brainwashed a whole generation of parents and children" to use large quantities of packaged foods. A study conducted by the Department of Home Science, Padma Kanya Campus, TU indicated that advertisements are one of the factors that increase consumption of junk food.

In urban centers, television is accessible for all classes of people. The system of Cable TV Network makes far more TV channels and programs available to the public. There are more than 800 cable TV network companies registered in Nepal; among them, 450 are in service. In Kathmandu valley alone, 8-10 network companies are in business, and they have a large volume of business¹. One of the managing directors of a cable TV network company reported that they have 37,000 paid subscribers and nearly 20,000 unpaid subscribers within Kathmandu valley. If there are, on average, five viewers per subscriber, the approximate number of television viewers would be 2,85,000. A study on television and its impact

¹ CEO, Nepal Cable TV Federation.

on junk food markets conducted in 2009 revealed that in an urban community, 70 per cent of people watch television 2-3 hour per day, while in a semi-urban community, 68 per cent watch television at least one hour per day (Maharjan, 2009). These figures reflect how popular television is and provide an indication of viewers' exposure to television advertising.

In 2006, the WHO's Technical Meeting on Marketing of Food and Non-Alcoholic Beverages to Children concluded that advertising has an adverse effect on children's understanding of food, on their attitude towards healthy/unhealthy diets, on purchase behavior and on consumption. Advertisement and other marketing schemes do not accurately portray their products and never highlight the fact that their products are unhealthy.

At present, no legislation exists to regulate junk food advertisement in Nepal. In the absence of regulating acts, the Advertisement Agency Association of Nepal (AAN) demanded in 2000 that the government create a committee that would be responsible for monitoring all advertisements and provide recommendations that would help to develop an Act to address the problem. At this time, the government has constituted no such responsible committee.

The Government of Nepal announced, on August 4, 2012, a ban on junks food like instant noodles, biscuits, chips, and soft drinks for school children as part of their lunch throughout the country. The government warned that it would cut off subsidies for those schools, which do not follow this mandate. However, the ban is not properly implemented due to lack of both guidelines and a monitoring system (Naya Patrika, 2013).

This study investigates the current advertising environment on television stations in Nepal. Because of the prevalence of Indian television stations viewed by Nepali residents, both Nepali stations and Indian stations are examined. This information will be used to inform policy makers and provide recommendations about ways to strengthen the current policy environment, if necessary, in order to protect citizens - children in particular - from viewing advertising that is intended to promote foods of little nutritional value. Lastly, this information will be provided to our Indian colleagues to use as a tool to support their work on reducing advertising of junk foods.

1.2 Objectives

The overall objective of this study was to explore the current status of junk food advertisement on selected television programs. To explore this situation, we developed the following specific objectives.

- Determine the types and frequencies of advertisements (for junk food and other products) broadcast on different television stations;
- Study whether advertisements for junk foods are more common on programs that target children;
- Analyse the content and the central messages of junk food advertisements.

1.3 Limitations

The findings of this assessment were affected by the following study limitations.

- The observation period was restricted due to load shedding. However, load shedding also impacts viewers as they will be unable to watch television during the load shedding periods. We expect that our observation periods are consistent with regular viewing of Kathmandu residents.
- Out of the hundreds of channels aired in Kathmandu, the study covered only six local channels as well as two Indian ones. It was not possible, nor necessary, to view all channels. We believe that the channels we chose are fairly representative of TV channels in general.

II. METHODOLOGY

This was a rapid assessment study of junk food and its advertising on selected television channels of Nepal and India. It utilized a cross sectional descriptive research design. Both quantitative and qualitative tools were applied to explore television advertising of junk food. Selected junk food advertisements that are regularly broadcast on selected television channels were counted, observed, and analyzed for content.

2.1 Observation period

This assessment was based on a one-week observation period. Normally, most television programs are scheduled on a weekly basis. During the observation period, selected TV channels were monitored by the study team in separate locations. Prime viewing times like morning and evening periods were covered for monitoring of the TV advertisements. The observation was done during a one-week period for each Nepali TV channel between the dates of 2069/11/10 to 2069/11/19 (November 10-19, 2013). Similarly for Indian TV channels, the observation period was from 2069/12/8 to 2069/12/19 (December 8-19, 2013). The monitoring segments were approximately 30 minutes long.

2.2 Advertisements observed

In Nepal, the most commonly available packaged foods are different varieties of instant noodles, chips, biscuits, chocolates, soft drinks (e.g. Coca Cola, Pepsi, Mountain Dew, Sprite), sugary drinks (e.g. Horlicks, Viva, Complan) and salty and spicy snacks. For the purposes of this study, these are classified into snacks, drinks and chocolates/sweets.

2.3 Media

Six Nepali TV channels and two Indian TV channels were purposively selected. Among Nepali TV channels, two publicly owned channels (NTV and NTV Plus) were selected. As publicly owned channels, they should be responsive to public concerns rather than business motives. The other four Nepali TV channels are private: Kantipur, Avenews, Image and News24. These channels were selected because of their popularity among the Nepalese people. It is assumed that these commercial TV channels are representative of other Nepali TV channels airing within the Nepalese environment.

Indian satellite channels are aired in Nepal and have influence on Nepali audiences, as Nepalese people often prefer to watch Indian TV programs. Thus, to cover the overall advertising environment in Nepal, two Indian TV channels were also included for the assessment. One cartoon channel (Nickelodeon) and one entertainment channel (Colors) were chosen based on their popularity among children and parents in Kathmandu.

Television advertisements were observed from 6 am to 10 pm, but the observation period was segmented into various time intervals. Morning, day and evening time periods were chosen. Morning time was represented by the 6 am to 10 am time frame, the daytime period was represented by the 11 am to 4 pm time frame, and the evening time was represented by the 5 pm to 10 pm time frame. Thus the daytime observation periods consisted of more hours than evening or morning observation periods.

2.4 Tools

Three different study tools, consisting of both quantitative and qualitative methods, were utilized in this assessment.

Tool 1: Observation checklist

The frequency of junk food advertisements was monitored and recorded utilizing the observation checklist. Selected television channels were observed and the number of advertisements for junk food in relation to the number of advertisements that were not for junk food were counted.

Tool 2: Videotaping checklist

This study also utilized videotaping. Videotaping allowed the researchers to conduct content analysis to identify the messages of the advertisements, their target audiences, as well as the context and time. Television advertisements, as with all advertisements, are ultimately focused on increasing the sales of their products. However, the production design includes the contextual situation that draws the attention of audiences. Such context sometimes might be misleading to people, especially young children who are unable to distinguish between programming and advertising. Analysis of the advertisements for junk foods included analysis of the message, target audience, context, content, and length of the advertisement.

Tool 3: Checklist for Key Informant Interviews

Interviewers selected seven key informants who were able to provide a greater understanding of the junk food market, junk food advertisements, and the current situation of the advertisement business for junk foods. Representatives of TV channels, a cable TV network, advertising agencies, and junk food producers were selected to be interviewed. The checklist for the key informant interviews provided the framework for the interviewers. However, the checklist was only intended to be a guide. Interviewers were encouraged to change and modify the questions depending upon the conversation and sequence of the interviews.

III. FINDINGS, ANALYSIS AND PRESENTATION OF ASSESSMENT

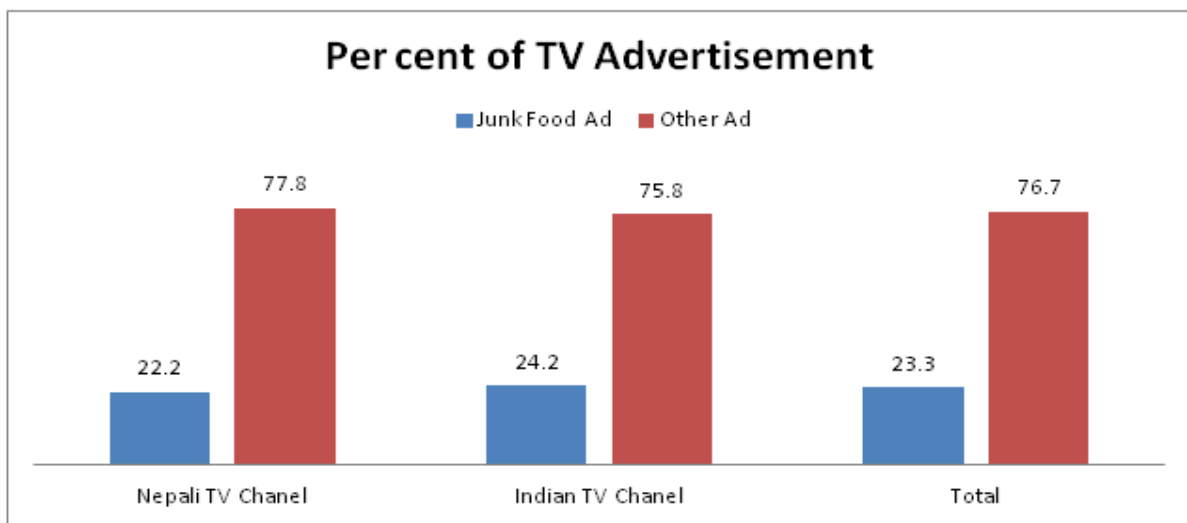
3.1 Junk food ads in television channels

Television is the main form of mass media entertainment for the public. Due to their popularity, large numbers of television channels are appearing in Nepal, either by satellite or by cable.

3.1.1 Frequency of junk food and other advertisements

During the observation period of the selected TV channels, junk food advertisement was observed a total of 1,995 times (23.3% of total ads) and other advertisements were observed 6,582 times (76.7% of total ads). Among Nepali TV channels, out of 4,071 advertisements, junk food advertisements were identified 904 times (22.2%) and other advertisement comprised the other 3,167 times (77.8%). Out of 4,506 advertisements that were observed on selected Indian TV channels, junk food advertisements were observed 1,091 times (24.2%). Junk food ads thus comprise about one fourth of total ads, as shown in Table 2 (in the Appendices).

Figure 1: Per cent of junk food and non-junk food advertisement on Nepali and Indian television channels

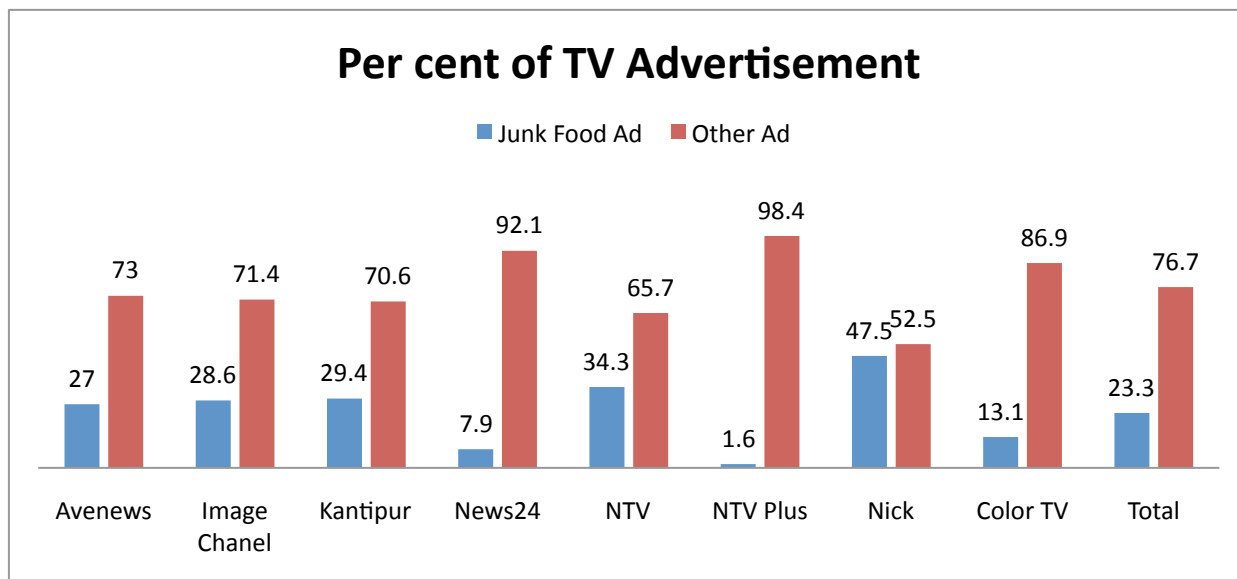


Out of the six selected Nepali TV Channels, the proportion of junk food advertisements was observed to be highest on Nepal Television (34.3%) followed by Kantipur Television (29.4%). During the observation period, News 24 Channel, which targets adults, was observed as having a low proportion of junk food advertisements (7.9%) compared with other selected channels.

Of the two selected Indian television channels, there were high disparities observed in the proportion of junk food advertisements. Nickelodeon (Nick) channel, which is popular among children for cartoons, was observed to have the highest proportion of junk food advertisements (47.5%). On the other hand, only 13.1 per cent of advertising on the Color channel was observed to be for junk food [Table 3]. The

frequency of advertisement on television might be determined by many factors, but there was a clear trend that stations targeted to children have the highest proportion of junk food advertising whereas the stations that are geared largely to adults (e.g. news stations) have almost no junk food advertising.

Figure 2: Per cent of junk food and non-junk food advertisement among selected television channels



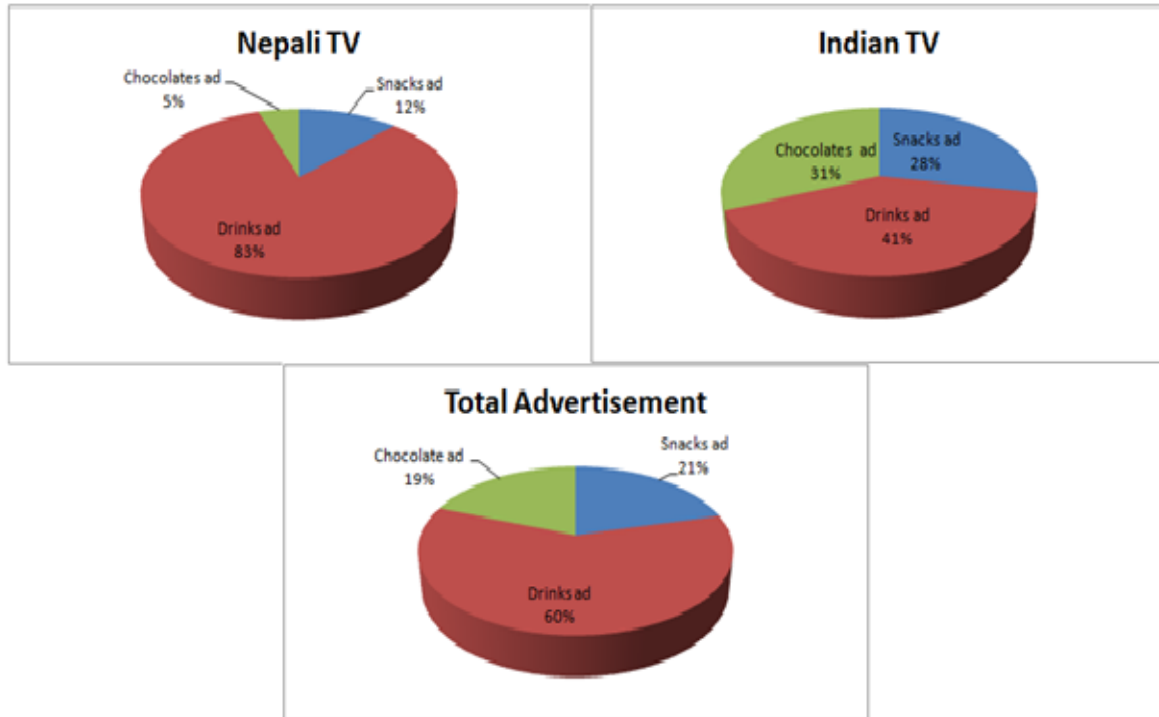
3.1.3 Types of junk food commonly advertised on television

Television advertisements were divided into two groups: junk food and non-junk food. Junk food advertisements were further divided into three groups: snacks, drinks, and chocolates/sweets. Noodles, cheese balls, chips, and biscuits were categorized as snack items. Sweetened drinks such as Red Bull, Horlicks, Viva, and Boost were grouped into drinks. Chocolates and sweets were grouped into chocolates (Annex Table 7).

Among these three categories of junk food advertisements, the most frequently advertised categories of junk food were drinks (60%) followed by snacks (21%). When looking at just the Nepali TV channels, the proportion of ads for drinks was 83%, far more than for the other types of junk food.

Figure 3: Per cent of advertisements by food category on selected Nepali and Indian television channels

Per cent of Food Advertisement on TV



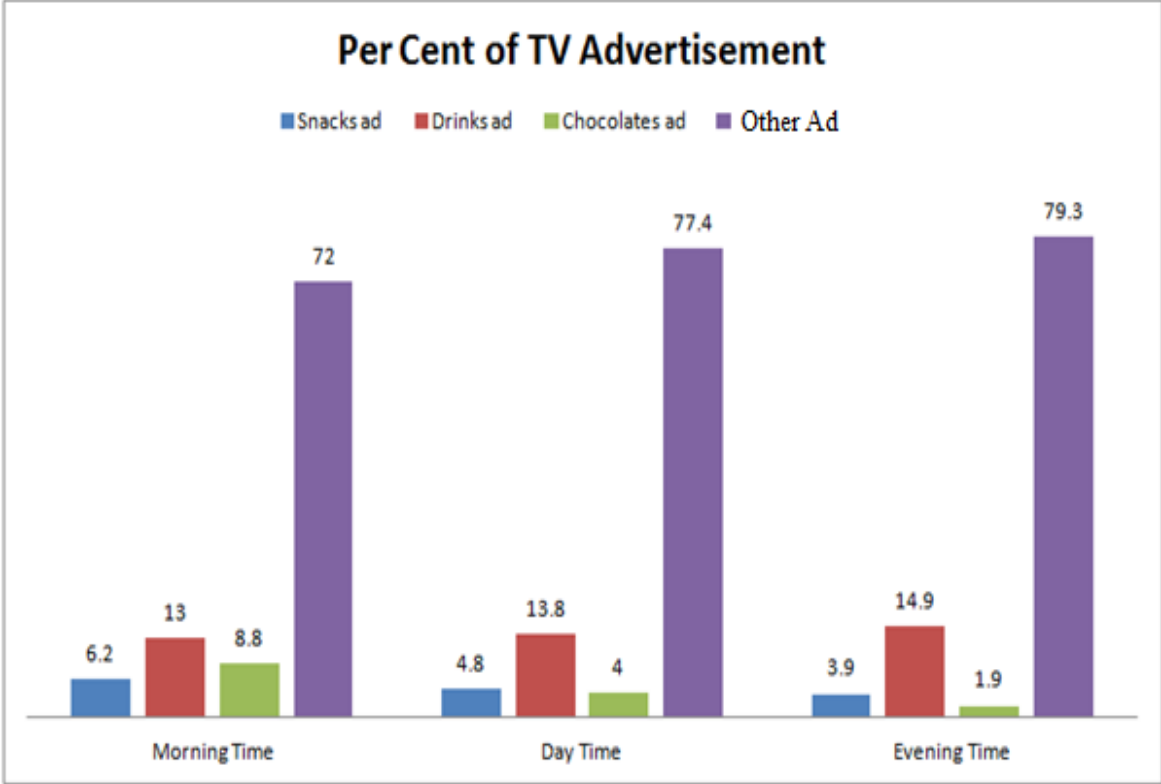
The proportion of total (junk food and other) advertisements that was for drinks was observed to be higher in NTV (31.8%) followed by Avenews television (26.5%) and Image Channel TV (25.5%). The advertisement of chocolate items was observed in higher proportion on Nick Channel (20.8%) followed by Image Channel (3.1%) [Table 5].

3.1.4 Time slot and advertisements

During the 6 am to 10 am period, a total of 1,767 television advertisements were observed. Among them, 72 per cent were non-junk food advertisements and 28 per cent were junk food advertisements. During the daytime period (11 am to 4 pm), a total of 4,819 television advertisements were observed. Among them, 77.4 per cent were non-junk food ads and the remaining 22.6 per cent were for junk food. The proportion of drinks, snacks and chocolates was similar to the morning time period. In the evening (5 pm to 10 pm), a total of 1,991 advertisements were observed. Generally, the evening hour is considered as prime time for television broadcasting. The proportion of total advertisements that were for junk food was observed to be lower (20.7%) in the evening compared with the morning (28%) and day (22.6%). In the evening hours, the proportion of advertisements that were for snacks (3.9%) and

chocolates (1.9%) was lower than advertisements for drinks (14.9%); the higher prevalence of ads for drinks than for foods was true of the other time periods as well [Table 6]. Junk food advertising makes up approximately one quarter of all television advertising, and is an important and significant source of revenue for television stations.

Figure3: Per cent of junk food and non-junk food advertisements by time slot



3.2 Content and context of advertisements

Conducting a content analysis of the junk food advertisements was one of the key elements in this assessment. This component of the study was intended to explore the messages of the advertisements and provide insight into the context, content, dialogues, central messages, and target audiences of the advertisement. Generally, advertisements are artistic creations that can attract the attention of audiences to the products. Advertisers often use colorful animated videos that have the potential to capture the attention of the viewer; often far more attention is devoted to the content and attractiveness of advertising than to TV programs themselves. These advertisements have the potential to mislead viewers into believing that junk food is healthy. Young viewers in particular have no way of

assessing the truthfulness of a message that is delivered in an artistic and eye catching way, and may be more likely to have their understanding and perceptions influenced by advertisements. This is particularly true of young children, who cannot distinguish between TV programming and advertising. The authorities concerned with consumer protection should be monitoring advertisements to ensure that they accurately depict the products they promote. This research provides a first step in that process.

Footage of selected junk food advertisements was observed to analyze their context, targets, and central messages. The footage of different junk food advertisements were selected for this purpose.

Table 1: Content of selected junk food advertisements

Name Of Junk Food	Detail	Duration in Seconds (rounded)	Context	Messages	Character	Target
Dabour Glucose	Sugary drink	13	Sports field	Provides energy	Sports celebrities	Children And youth
Wai Wai	Salty snack	32	School area, home	For sharper mind	Children and models	Children
Red Bull	Energy drink	45	Party	Provides energy	Models	Youth
Horlicks	Sugary drink	17	Library	Nutritional benefits	Children and model	Children
Women Horlicks	Sugary drink	10	General	Nutritional benefits	Women	Women
Junior Horlicks	Sugary drink	22	Home	Nutritional benefits	Children and model	Children and homemakers
Glaxo	Sugary drink	30	Sports field.	Nutritional benefits	Children	Children
Glaxo	Sugary drink	27	Mixed (office, home, sports, travel)	Nutritional benefits	Models	Children, homemakers
Viva	Sugary drink	15	Home	-----	Children and women	Children and homemakers
Boost	Sugary drink	11	Sports	Strong, stamina	Children	Children

Rio Juice	Sugary drink	22	Home	Healthy drink	Model	Children
Coke	Soft drink	12	Cafe	-----	Models	Youth
Complan	Sugary drink	25	Departmental store	Nutritional benefits	Model and children	Children and homemakers
Boost	Sugary drink	25	Sports	Provide energy	Sport celebrity	Youth
Bournvita	Sugary drink	8	Sports and home	Source Of DHA*	Children and women	Children
Chocolate Horlicks	Sugary item	11	Kitchen	Provides energy	Children	Children and homemakers
Chocos	Sugary item	26	Kitchen	Nutritional benefit	Children and celebrity	Homemaker
Kurkure	Salty snack	17	Home	-----	Model	Children and youth
Milkybar Chocolate	Chocolate	20	Sport field	Healthy body	Children	Children
Slice	Soft drink	39	Park	-----	Model	Youth
Tang	Sugary drink	37	Home	Nutrition	Children and women	Children
Spicy 1	Salty snack	16	Temple	----	Film celebrity	Homemaker

Note: "Children" refers to school-going age groups. Youth refers to young adults.

* Docosahexaenoic acid, a kind of omega-3 fatty acid.

Context: Advertisements are intended to attract new consumers and to maintain the loyalty of existing ones. Even without abundant research to prove the point, the enormous advertising budgets of different companies are an indication of their effectiveness at luring consumers to purchase the products that they promote. In case of advertisement of junk foods, sports venues, homes, grocery shops, and cafés were found to be popular backdrops. Homemakers, children and youth were the primary target audience among the observed food advertisements. Sometimes the context of the advertisement did not make sense but provided an interesting entertainment value that helped create the desire to purchase the products

Messages: Much of the content of the observed junk food advertisements focused on messages related to health benefits. This was especially the case with advertisements in the drink category. The ads conveyed messages that these drinks could act as a supplement (or perhaps replacement) for a home-cooked natural diet. Not just drinks, but all the junk food advertisements suggested they were good for health. More precisely, they conveyed the message that it is fine to consume such products instead of home-cooked food. Terms related to nutrition like vitamin D, iron, and energy, and natural ingredients like whole grains, wheat, corn, and fruits were associated with these products through the advertising. A different kind of approach was taken by the Red Bull advertisement, which says “Red Bull gives you wings.” There also appeared to be competition between the products to be innovative in the advertisements. New terms were introduced such as DHA (docosahexaenoic acid, a kind of omega-3 fatty acid) and were used to raise the perceived profile of the product.

For example, an advertisement for the local instant noodle brand “Wai Wai” offered a coupon inside the packet with a general knowledge question and answer. The brand has a slogan of “Gyan ko jyoti” meaning “light of knowledge.” By emphasizing the slogan, the advertisement suggested that the noodles (not the information on the coupon) was a “source of knowledge.”

The advertisement of a local brand of soft drink called “Rio” states that “Rio has Vitamin Q, drink Rio and enjoy.” The audience can be misled with the new term “Vitamin Q” which does not exist. The advertisement explains that “Q” stands for “quality” but people could easily believe that Vitamin Q is an actual vitamin.

Similarly, advertisements for Complan claim it contains 100 per cent milk protein and 34 vital nutrients, which help to increase the height of children. The ads claim that Horlicks will make children smarter, stronger, and taller. The same ideas could be found in all the other advertisements. What is missing is any information about the content of these products (i.e. that they are high in sugar, fat and salt) and that the use of these products could, over the long term, lead to problems related to obesity and non-communicable diseases.

Target: Most of the food advertisements appeared to target children, youth and homemakers. The messages focusing on nutritional benefits, especially for children, were clearly focused on homemakers. Advertisements that depicted cartoons and children were clearly targeting children, and advertisements focused on sports often targeted youth.

3.3 Cost negotiation practice

Advertisements are an important source of income for television channels. (This can be looked at in two ways: advertisements pay for TV programming, or TV programming exists to attract an audience for the advertising.) Television channels offer different schemes for airing advertisements, most of which are based on time slots. Channels charge different rates for broadcasting advertisements depending on the number of seconds of the ad and the time in which it is aired (with more popular time slots being far more expensive). The total advertisement cost normally is determined by bargaining between clients and ad agencies, agencies and media, and media and clients. In every step of the advertising process, there is negotiation and bargaining. The agent and producer negotiate the cost. Finally the agent or goods producer negotiates with the television station.

Advertising agencies secure roughly a 25 to 30 per cent profit margin from the total cost of advertising. The total cost of one advertisement (from production to broadcasting in channels) ranges from NPR 30,000 to 30,00,000. Usually, television stations charge a minimum of NPR 4,000 for one second of display. Therefore, a company would need to pay between NPR 100,000 to 10,00,000 to broadcast their advertisement. The president of AAN (Advertising Association of Nepal) reported during one of the key informant interviews that in the last fiscal year (2068/69)(2012/13), the total business of advertisements in Nepal was worth NRs. 4.3 billion of which NRs 850 million (19.8%) was invested for television and the remaining for other forms of media like print media, radio, and billboards. Most of the informants stated that they have no clear idea of how much of their advertising business comes from promoting junk food. One of the informants (from television) reported that they have earned roughly 80 per cent of their income from advertisements on news and current affairs, whereas 20 per cent of their income was earned from entertainment segments.

3.4 Production of advertisements

Most advertisements are produced by advertising agencies. In general, advertisement producers (advertisement agencies) make some model concepts of the advertisement to show the client. The client could be a goods producer or market promoter. The advertisement agency will discuss with this client the concepts. The framing of the advertisement is determined based on the selected concept. The script, shooting spot, models, and every other aspect are then decided between the advertisement agency and the client.

3.5 Government provisions and interventions

Any packaged food manufacturer must receive a license which it must renew each year. The Department of Food Technology and Quality Control has authority to provide licenses; they also monitor the local markets to ensure safety and compliance. They apply to the Department with a sample product. After testing the sample in the lab, they can receive a license for manufacturing. In the case of monitoring the market, the Department collects samples from either industry or wholesalers or retailers but only has the authority to recommend legal action. If any manufacturer is found not to be complying with the law, the corresponding Chief District Offices (CDO) are responsible for taking necessary actions. It is easier to monitor the contents of local products and determine if there are public health concerns within the national regulation system. In the marketplace, there are many imported packaged foods from different countries. For those products, the Department of Food Technology Quality Control (DoFTQC) can only monitor the manufacturing date. Their quality and contents are checked by quarantine check posts at the borders of the country.

Nepal has no separate consumer court that is tasked with ensuring the security of consumers. The CDO have the right to judge on consumer issues. The consumer rights forum has demanded a separate consumer court but did not suggest a censor board for advertisements. During the key informant interview with a responsible member of the consumer rights forum, the interviewee stated that junk food advertisements will be an important issue in the future.

IV. CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

This rapid assessment study explored junk food advertisement on Nepali and Indian television channels. On the basis of the collected data and interviews, the following conclusions can be drawn.

During this assessment, the frequency of junk food advertisements was observed to be approximately one fourth of total advertisements.

- The proportion of junk food advertisements varied by channel.
- Among junk food categories, more advertisements of sweet beverages were observed than advertisements for other types of junk food.

- Most of the food advertisements are targeted to children. Stations that were focused on children's programming had higher rates of junk food advertising than did stations focused on adult programming. For example, about half of the advertisements on Nickelodeon (Nick), a cartoon channel for children, were junk food ads, whereas News24 had very little junk food advertising.
- The advertisements of sugary drink like Horlicks and Bournvita were found to have messages that promoted the nutritional benefits for development of body and mind from using the products.
- Nutritional terms like DHA, Vitamin D, iron, and Omega 3 were found to be used excessively in the advertisement of junk foods.
- New terminology like Vitamin Q (Vitamin Quality) was also used in a soft drink advertisement.
- Many advertisements promoted their products as having real fruits and natural ingredients in them.

4.2 Recommendations

On the basis of the above findings and conclusions, some recommendations are listed below.

- Revive the existing Advertisement Policy to regulate and control advertisements of junk food.
- Revise the Consumer Protection Act to protect people from false advertising.
- Regulate cable networks to air advertisements only as per national rules and regulations.
- Educate the media and the public about the ways that junk food advertising can be misleading.
- Form a strong monitoring committee to monitor junk food advertising. This committee should play the role of censor for all television advertisements.
- Given the vulnerability of children and their inability to determine what is advertising and what is program content, a ban on advertising directed at children should be considered.

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Annex A: Result Tables

Table 1: Total observation time for selected TV channels in assessment process

Name of TV channel	Date (2069 = 2013)
Avenews	2069/11/10 to 2069/11/19
Image Chanel	2069/11/10 to 2069/11/19
Kantipur	2069/11/10 to 2069/11/19
News 24	2069/11/10 to 2069/11/19
NTV	2069/11/10 to 2069/11/19
NTV Plus	2069/11/10 to 2069/11/19
Nick	2069/12/8 to 2069/12/19
Color TV	2069/12/8 to 2069/12/19
Total	

Table 2: Proportion of observed television ads that are for junk foods and for other items for Nepali vs. Indian channels

Nepali and Non-Nepali TV channels	Category of food item	Frequency	Per cent
Nepali TV Chanel	Junk Food	904	22.2
	Non Junk Food	3,167	77.8
	Total	4,071	100.0
Indian TV Chanel	Junk Food	1,091	24.2
	Non Junk Food	3,415	75.8
	Total	4,506	100.0
Total	Junk Food	1,995	23.3
	Non Junk Food	6,582	76.7
	Total	8,577	100.0

Table 3: Proportion of observed television ads that are for junk foods and for other items for different TV channels

Name of tv	Category (junk food or other item)	Frequency	Per cent
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Avenews	Junk Food	163	27.0
	Non Junk Food	441	73.0
	Total	604	100.0
Image Chanel	Junk Food	159	28.6
	Non Junk Food	397	71.4
	Total	556	100.0
Kantipur	Junk Food	310	29.4
	Non Junk Food	745	70.6
	Total	1055	100.0
News24	Junk Food	103	7.9
	Non Junk Food	1200	92.1
	Total	1303	100.0
NTV	Junk Food	168	34.3
	Non Junk Food	322	65.7
	Total	490	100.0
NTV Plus	Junk Food	1	1.6
	Non Junk Food	62	98.4
	Total	63	100.0
Nick	Junk Food	693	47.5
	Non Junk Food	766	52.5
	Total	1459	100.0
Color TV	Junk Food	398	13.1
	Non Junk Food	2649	86.9
	Total	3047	100.0
Total	Junk Food	1995	23.3
	Non Junk Food	6582	76.7
	Total	8577	100.0

Table 4: Proportion of observed television ads for junk food that are for different categories of junk foods for Nepali and Indian TV channels

Categories of TV channel	Type of food ads	Frequency	Per cent
Nepali TV Chanel	Snacks ad	110	2.7
	Drinks ad	751	18.4
	Chocolates ad	44	1.1

	Non-Junk food ad	3166	77.8
	Total	4071	100.0
Indian TV Chanel	Snacks ad	308	6.8
	Drinks ad	440	9.8
	Chocolates ad	343	7.6
	Non-Junk food ad	3415	75.8
	Total	4506	100.0
Total	Snacks ad	418	4.9
	Drinks ad	1191	13.9
	Chocolate ad	387	4.5
	Non-Junk food ad	6581	76.7
	Total	8577	100.0

Table 5: Proportion of observed television ads that are for different types of junk foods by TV channel

Television channel		Type of Junk food				Total
		Snacks ad	Drinks ad	Chocolates ad	Non-Junk food ad	
Avenews	Frequency	0	160	3	441	604
	%	0	26.5	0.5	73	100
Image	Frequency	0	142	17	397	556
	%	0	25.5	3.1	71.4	100
Kantipur	Frequency	36	262	13	744	1055
	%	3.4	24.8	1.2	70.5	100
News24	Frequency	69	31	3	1200	1303
	%	5.3	2.4	0.2	92.1	100
NTV	Frequency	4	156	8	322	490
	%	0.8	31.8	1.6	65.7	100
NTV Plus	Frequency	1	0	0	62	63
	%	1.6	0	0	98.4	100
Nick	Frequency	152	238	303	766	1459
	%	10.4	16.3	20.8	52.5	100
Color TV	Frequency	156	202	40	2649	3047
	%	5.1	6.6	1.3	86.9	100
Total	Frequency	418	1191	387	6581	8577
	%	4.9	13.9	4.5	76.7	100

Table 6: Proportion of observed television ads that are for different types of junk foods by time slot

Category of Prime Time	Type of Junk food	Frequency	Per cent
Morning Time	Snacks ad	109	6.2
	Drinks ad	230	13.0
	Chocolates ad	156	8.8
	Non-Junk food ad	1272	72.0
	Total	1767	100.0
Day Time	Snacks ad	231	4.8
	Drinks ad	665	13.8
	Chocolates ad	193	4.0
	Non-Junk food ad	3730	77.4
	Total	4819	100.0
Evening Time	Snacks ad	78	3.9
	Drinks ad	296	14.9
	Chocolates ad	38	1.9
	Non-Junk food ad	1579	79.3
	Total	1991	100.0
Total	Snacks ad	418	4.9
	Drinks ad	1191	13.9
	Chocolates ad	387	4.5
	Non-Junk food ad	6581	76.7
	Total	8577	100.0

Table 7: List of advertised foods observed by type of food

Snacks	Drinks	Chocolates/sweets
Aashirbad oats	Blue	Big Babool
Chocos	Boost	Boomer
Thumps up		Central Fruits
Diamong ring	Bournvita	Choco sticks
Digestive biscuits	Chocolate horlicks	Cheese sticks
Goldstar cookies	Coca cola	Snickers
Wai Wai	Complan	Eclairs

Kissan	Dabour glucose	Fresh candy
Kurkure	Dabour honey	Gems
Kwiks cheeseballs	Fanta	Hajmola(flavored digestive tablets)
Lays	Frooti	Honeytus
Maggi Hangroo	Glaxose	Kinder joy
Magic Masala	Horlicks	Melody
Masala oats	Jumpy	Milky Bar
Mippo	Junior Horlicks	Munch Chocolate
Nano Noodles	Lite horlicks	Nestle bar
Oreo Biscuits	Maaza	Sangam sweets
Spicy1	Matrix energy drinks	
	Mountain Dew	
	Nestea Remix	
	Old Spice drink	
	Pepsi,	
	Red Bull	
	Rasna	
	Slice	
	Tang	
	Viva	
	Women's Horlicks	
	Knorr Soup	

Annex B:

Tools for the study:

This was a rapid assessment study of junk food and its media coverage on selected television channels of Nepal and India. The study utilized a cross sectional descriptive research design. Both quantitative and qualitative tools were applied to explore television advertising of junk food. Selected types of junk food advertisement that are regularly broadcast among selected television channels were observed.

2.4 Tools

Quantitative and qualitative tools were applied in this assessment. This assessment was based on three different study tools as listed below.

Tool 1: Observation checklist

Observation of television advertisements was a key tool of this assessment. The frequencies of junk food and other television advertisements were monitored and recorded with an observation checklist. Selected television channels were observed and the number of advertisement, whether or not related with junk food, were counted. The observers were told to segregate junk food items into three categories: snacks, drinks and chocolates/sweets. This tool provides quantitative information for analysis.

Please find the sample below.

Observation checklist

Form number: Date: Name of TV channel:

Time : 1. 6 am-8 am 2. 8 am -10 am 3. 12 noon - 2 pm 4. 4 pm -6 pm 5. 7 pm -10 pm
6. other specify

Nature of program : 1. News 2. Entertainment 3. others.....

Start time of ad: End time of ad:

sn	Name of junk food	Frequency			
		Snacks	Drinks	Chocolates	Non junk food
1					
2					
3					

Name of Observer:

Signature:

Tool 2: Videotaping and content analysis

Video taping was also a part of this study. Taping the ads allowed the researchers to analyze in depth the content in order to find out the messages of the advertisements, their target audiences, context and length. Television advertisements ultimately aim to increase sale of the advertised products. Their production design includes the contextual situation to attract the attention of audiences. Such context sometimes might be misleading, especially for children.

Please find the sample below.

Name Of Junk Food	Detail (Sugary/Salty Product)	Length of Ad	Context	Messages	Characters Used (models, cartoons...)	Target Audience
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Tool 3: Checklist for Key Informant Interviews

In order to gain more in-depth information about the issue of advertising of junk foods in Nepal, interviewers selected some key informants. The informants provided information about the junk food market and the current situation on the advertisement business of junk foods. Key informants included representatives of TV channels, Cable TV network, ad agencies, and junk food producers and marketers. The listed questions on the checklist were designed to facilitate the interview session. The researchers could change and modify the questions/suggestions depending upon the conversation and sequence of interviews.

Please find the sample questions below.

Questionnaire for Key Informant Interview:

For TV Channel:

1. What is the advertisement pattern in your channel?
2. How much do you charge for each advertisement?
3. What are the factors that lead to deciding the price?
4. Do you keep records of the advertisements?
5. Do you have a system to monitor the advertisement content?
6. How much advertisement do you receive of junk food products?
7. What kind of programs are being selected for the advertisement of junk food products?

For the Goods Producers:

1. How do you send your advertisements to channels?
2. What is the difference between advertising in television compared to other media?
3. How much do you pay for advertisements?
4. Which do you prioritize, television or other medium for advertisement?
5. Who is responsible for content of the advertisement?
6. Who is the major target audience of your advertisements?

For the Advertising agencies:

1. What is the overall advertisement scenario in Nepal?
2. Who are your biggest clients?
3. What is the process for broadcasting an advertisement?
4. What is the budget of making one advertisement?

5. Who is responsible for the content of the advertisement?
6. Do you have to follow any criteria before deciding upon the content of the advertisements, especially of junk food products?