

# Interactive Advertising and Children's Health



# Children's Media Consumption

- Children & teens (8-18) spend six and-a-half hours per day with media.
- Two-thirds have a TV in their bedroom (68%) and half (49%) have a video game player there.
- Children six and under spend an average of two hours a day using screen media (1:58), about the same time they spend playing outside.

•From Kaiser Family Foundation, "Generation M: Media in the Lives of 8-18 Year-olds," March 2005 and "Zero to Six: Electronic Media in the Lives of Infants, Toddlers and Preschoolers," October 2003.

# It's Not Just About TV Anymore

- Over the last five years, video game consumption has almost doubled (from 0:26 to 0:49 minutes daily).
- Computer use has more than doubled (from 0:27 to 1:02 hours daily).
- The total amount of media content young people are exposed to each day has increased by more than one hour over five years (from 7:29 to 8:33).

From Generation M, Media in the Lives of 8-18 year-olds, Kaiser Family Foundation, March 2005.

# Advertising and Childhood Obesity





PLAY



© 2005 Viacom



ALL NICK

myNICK

GAMES

BUZZ

BLAB

myWORLD

SHOP

TU SHOWS

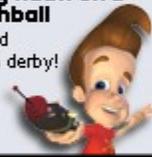
TU SCHEDULE

SEARCH NICK.COM

GO



**Jimmy Neutron's Smashball**  
Backyard homerun derby!



▶ GO

ON NICK RIGHT NOW:  
▶ My Life as a Teenage Robot

Take The BIG Q!

Worn the Flip-Flops yet?

Totally!

No, not yet :(

▶ VOTE!

▶ NickBeat

▶ NickToons

▶ Games & Sports

myNICK 5/3

NickName: \_\_\_\_\_



**CLICK**

**The Fairly OddParents**  
NICKELODEON

**The Fairly OddParents Cyberspace Chase**  
Help Timmy escape firewalls, viruses and Mr. Crocker's head!

▶ NEXT

GAMES ▶ more GAMES

GAMES ▶ more GAMES



**Avatar: Autumn Twilight Game**  
Play the third chapter in the Autumn Twilight saga!



**SpongeBob SquarePants SpongeSeek Game**  
Hide..seek...STING!

AD NICK ARCADE

You can OWN Bleep 3D!

GO



ADVERTISEMENT

**Kellogg's**

**PLAY**

**BUBBLE TROUBLE**  
Cereal Game



# Branded Environments



# Branded Environments



# Children Now's Action Plan

## The Goal: To Secure A Ban on Interactive Advertising

1. Outreach to FCC Commissioners;
2. Generating op/eds in major newspapers;
3. Writing a policy brief that will be distributed to policymakers, media industry leaders and the public;
4. Engaging our constituents to send letters to the FCC through Children Now's Online Action Center and;
5. Hosting a policy convening in Washington D.C. to discuss the media environment and its implications for children's health.