

**Children's exposure to television advertisement:
Exploring the Bangladesh context**

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Iqbal Hossain

iqhossain@unicef.org

iqbalgulshan2000@yahoo.com

Supervisor

Farida Akhtar, Child Development Psychologist, Inner Force, Dhaka, Bangladesh

Mentor

Professor Jessica Ball, PhD University of Victoria, School of Child & Youth Care,
Canada

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1 Executive Summary

The effects of television advertisements on children have become a growing concern in many countries since the first extensive research in 1970. (Bjurstrom, 1994) From a child's developmental point of view understanding these effects is extremely important because young children lack the cognitive skills and abilities of older children and adults and do not comprehend commercial messages in the same way as more mature audiences.

More than 4000 studies on the effects of television on children illustrate a variety of issues and multi-dimensional effects, which make these issues more complex. Most of these studies have been conducted in the United States so the findings cannot be transferred directly to other countries. In Bangladesh, there has been no research to date that has examined the effects of television advertising on young children. Considering the multidimensional effects and findings from a large body of research, many countries have instituted measures to regulate the nature and extent of advertising during children's television (TV) viewing times. Such measures have yet to be implemented in Bangladesh, no doubt due to the lack of research-based information indicating the extent of negative impacts of advertising on children that might warrant regulations.

In Bangladesh the reach of television is 68% of the national population, including 56% rural and 89% urban (BMDS, 2008). Half of the TVs in Bangladesh have cable and satellite connection. National standards for content rating or codes do not exist for private channels to classify programs and advertisements, even though more than 15 private channels are running programs. There are also no screening or monitoring systems in place. On the other hand the effects of various kinds of broadcasting content on various segments of the population are completely unknown.

Considering international experiences and the significance of the issue in Bangladesh, as a first step, this study aimed to provide preliminary clarification of the possible effects of television advertisements on children. The primary research question was: *What is the probability of Bangladeshi children's exposure to TV advertisement and what are the potential areas of effects on their development including parent's response on this issue?*

A qualitative, mixed methods approach was used to estimate children's probable exposure to TV advertisements, analyzing selected TV advertisements by experts to identify areas of the effect and explore the responses of parents towards children's exposure to TV advertising. The units of analysis for this study were Bangladeshi television channels, television advertisements and parents. A non-probability purposive sampling technique was used to select the top five most viewed TV channels and 10 advertisements. Responses were collected from 132 parents who have children aged between 5 and 6 years old and own a television at home by distributing questionnaires among the target population.

Two hours of television programs were recorded during weekdays and weekend simultaneously from all the sample channels during children's most preferred TV watching timeslot. A data collection guide was developed and used to collect data from the recorded video to estimate children's exposure to different types of programs and advertisements. Advertisements were also selected from the recorded video following pre-set criteria so that all types of advertisement were covered. A tool was developed, validated and tested by experts to identify areas where effects from different advertisements could occur. Similarly a questionnaire was developed, piloted and tested to capture parent's responses on children's exposure to television advertisements.

Data collected for different purposes were analyzed using SPSS and an Excel spreadsheet to explore answers to the research question. For analysis of nominal data a Chi square independence test was conducted.

The study found that the average probable exposure of children to television advertisements is 21.19% (34.79%)¹ of total watching time during any weekday and 32.55% (37.72%) during the weekend. The percentages for different types of advertisements are: 51.8% ads targeting a general audience including adults; 28.71% ads using children; 20.73% ads for food items; and 16.46% ads directly or indirectly targeting children. Through expert's analysis, it was found that more than 75% of ads contain social class bias and 50% contain gender bias. More than 50% of ads implicate morals, ethics, or values, and 80% implicate lifestyles. It was also found that 90% of ads mislead children and 80% manipulate their logic or reasoning. On the other hand 50% ads were evaluated as having the potential to challenge thinking, 60%

¹ Values are inclusive of TV promotions, which is also an advertisement but not for any commodities.

of ads have the potential to create curiosity, and 38% introduce a new concept. Overall, virtually all of the advertisements directly or indirectly targeting children (16.46%) have the potentiality to provoke them, affect food habit, health and attitude or behavior.

The study also took into account the parent's perception of the effect of children's exposure to television advertisement. Over half (58.3%) of the parents believe that their children cannot understand the purpose of a TV ad and just less than three-quarters (73.5%) agreed that their children believe messages delivered by TV ads. Most parents (82.6%) agreed that their children requested products that were seen in TV ads and more than two-thirds (69.7%) responded that their children preferred the products that they saw advertised on TV. Further, 56.8% of parents expressed the view that TV ads affect on their children's food habits, and 50.8% of parents believe that their children watch more than two hours of television per day. Finally, 86.4% of parents think that government should regulate TV ads.

This was an inaugural exploratory study on children's exposure to television advertisement in Bangladesh. The results of this study give a reflection on the probable amount of exposure children receive, the potential areas the advertisement may affect children and parents perception on their child's exposure to television advertisements.

Through this study it was revealed that Bangladeshi children's probable exposure to TV and TV advertisement is almost the same as in developed countries, but the regulatory and monitoring system, as well as awareness level, is almost completely absent in Bangladesh. Though parents and experts recognize the effects of TV advertising on children, there is potential harm to children from certain kinds of television advertising and that research is needed to examine the nature and extent of negative impacts of various kinds of advertising so that appropriate regulations can be developed. Considering that other countries have recognized the need for regulation of television advertising in order to protect children from potential harm, it would seem prudent for the Government of Bangladesh to take appropriate steps to address the issues related to media, television and advertisement. The current study can be used as baseline evidence for further thought and exploration of policy development that address regulation of TV content.

2 Declaration

This research paper contains no material that has been accepted for the award or any other degree or diploma in any educational institution and, to the best of my knowledge and belief, it contains no material previously published or written by another person, except where due reference is made in the text of the paper.

Signed.....

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6 Glossary of Terms

AAP	American Academy of Pediatrics
AUD	Australian Dollar
BMDS	Bangladesh Media and Demographic Survey
BTV	Bangladesh Television
CSR	Corporate Social Responsibility
ECD	Early Childhood Development
ICTP	Information and Communication Technology Policy
NBA	National Broadcasting Act
PSA	Public Service Announcement
SSC	Secondary School Certificate

7 Introduction

“Are we watching advertisements in the middle of the program or program in the middle of the advertisement?” A viewer was asking this question to a panel while participating in a live television talk show on this issue on 28 January 2010 on Channel i, a private TV channel in Bangladesh. The issue of balance between program and advertisement is also discussed in parliament in mid-October 2009, when the Minister for Information informed the House that the Government is aware of this issue and planning to develop a regulatory framework for the private channels specifically on advertisement. The nature and potential impacts of television advertisements are a growing concern in Bangladesh. According to magazines and newspapers, private channels are exploiting general audiences via their programs.

The above issues were raised in a TV talk show and parliamentary discussion in a Bangladesh context. Yet is this is the only issue and is a regulatory framework for advertising needed? Are there any other issues to be considered? What about the children who are watching the advertisements while watching TV?

Since the first extensive research in 1970 the effects of television advertisement on children has become a growing concern in many countries (Bjurstrom, 1994). The access and exposure of television to children is significantly higher than any other media in the world. From a child development point of view, this is important because young children do not comprehend commercial messages in the same way as more mature audiences and they lack the cognitive skills and abilities of older children and adults. Hence, young children are particularly susceptible to the influence of advertising (Kunkel, Wilcox, Cantor, Palmer, Linn & Dowrick, 2004). According to the estimate of Ofcom (2007), in 1950 and 1960 the total volume of children's program broadcast on British television was less than 1000 hours per annum, which increased to 113000 hours per annum by 2006. In USA, an average child will see approximately 40,000 short TV commercials, between 15 to 30 seconds long, in one year (Kunkel, 2001). More than 4000 studies on the effects of television on children illustrate a variety of issues and multi dimensional effects of television on children that makes these issues complex. (TV Free America, Washington DC). Most

of these studies have been conducted in the United States, and the findings cannot be transferred directly to other countries. In Bangladesh, no studies have examined the effects of television advertising on young children. So, an inaugural exploratory study on this issue is needed to explore this area in Bangladesh.

In 1996, a policy of privatizing television and allowing international channels to broadcast their programs through satellite and cable TV overwhelmed viewing audiences in Bangladesh. The viewers were unprepared to handle such extensive media exposure and to discern quality media production. Within five years, more than 10 private national television stations and 100 international channels were launched in Bangladesh. Recently, the government has given permission to open 11 more television channels. This has made the scenario more complicated because the rate of exposure is rapidly growing. Now, according to the Bangladesh Media and Demographic Survey (BMDS) 2008, half of all the televisions in Bangladesh have cable and satellite connection. It is important to mention that without cable or satellite; only the state owned Bangladesh Television (BTV) can be viewed.

8 Background and Literature review

The effects of television advertisements on children are completely different from effects of television programs. Television advertisements have a direct purpose to persuade audiences. This intention to influence the viewer by the presentation, characters, contents, music, etc. as well as the subtle tricks of advertisers by adding culture, values, attitudes of targeting audiences in to the advertisement is unintentional (Bjurstrom 1994; Thomason, 1964). The effects are also complex because of the use of repetition and continuous broadcasting of a particular advertisement. According to the effect model and gratification model of media research, the advertisement can have different types of effects on audience known as spiral, indirect, direct, cumulative, short-term, long-term, individual, and social which makes the issue of children's exposure to television advertising significant especially for the young children. Some important points to the international researchers that give special dimensions to this issue are;

- The ability of TV advertisements to attract the attention of children;
- The ability of children to distinguish between advertising and program content;
- The ability of children to interpret the message and content and understand the intention of TV advertisement;
- The effect of advertising on children's demand for purchases, food habits, values, attitudes and knowledge (Bjurstrom 1994).

The arena of marketing to children has received much attention in the public health sector in recent years (Hawkes, 2004). The key debates and tensions related to advertising policy and children revolve around the following:

- The rights of children and the place of advertising in a child's life;
- The impact of advertising on the attitude, behavior and health of children;
- The nutritional quality of foods targeted at children through advertising and other promotional media and methods;
- "Pester power" and its influence on family food choices;

- The balance between the rights of an industry to promote its products, ideas and communications and TV advertising targeted at children (Caraher, Landon, & Dalmeny, 2005).

Television has long been the dominant medium that advertisers have chosen for marketing products specifically to children. Advertisers spend more than \$12 billion per year to target the youth market because of its strong contribution to the consumer economy (Lauro, 1999; Rice, 2001). Companies now recognize that brand loyalty built at an early age may reap economic rewards over a child's lifetime (McNeal, 1987).

In their recent 'Global strategy for diet, physical activity and health', WHO includes provisions on marketing, advertising, sponsorship and promotion, as set out in section 46.3 as follows: *"Food advertising affects food choices and influences dietary habits. Food and beverage advertisements should not exploit children's inexperience or credulity. Messages that encourage unhealthy dietary practices or physical inactivity should be discouraged, and positive healthy messages encouraged. Government should work with consumer groups and the private sector (including advertising) to develop appropriate multi-sectoral approaches to deal with the marketing of food to children, and to deal with such issues as sponsorship, promotion and advertising"* (World Health Organization – WHO, Global strategy for diet, physical activity and health, Geneva, 2004).

With regards to the ability of advertising to attract children's attention, studies have shown that both the form and content of the advertisement control the extent to which children notice them. (Condry, 1989). Research has also revealed that something "new" will always attract a child's attention, which is the basic characteristic of advertisements aimed at children. (De Bens & Vandenbruaene 1992). Young children (up to 5 years old) perceive the repetition of advertisement as enjoyable and meaningful – in more or less in the same way as they like to hear the same story time after time (De Bens & Vandenbruaene, 1992; Winick & Winick, 1979). It is also understood that the ability of advertisement to attract children's attention decreases with increasing age. The surroundings and environment is also an important factor for the extent to which children notice TV advertisement.

There is a mix of awareness displayed by children on their ability to discriminate between various types of TV content. Several studies have shown that

some children are able to distinguish between programs and commercials and are aware of the intent of TV advertising, whereas others are unable to make this judgment (Bijmolt, Claassen & Brus., 1981; Donohue & Henke, 1980; Macklin, 1987; Robertson & Rossiter, 1974). If children understand the intention of commercials and are able to distinguish them from programs, the potential effect of advertising might be reduced. First, understanding the purpose of TV advertisements allows children to use cognitive defenses, such as producing counter arguments (Brucks, Armstrong & Goldberg., 1988). Second, the recognition of the difference between program and commercials, allows children to avoid or break of commercials by changing to another channel, it has been shown that children will 'flick' between channels at least as much as adults do. (Heeter & Greenberg 1985; Zufryden, Pedrick & Sankaralingam, 1993).

Attempts to explain how children's understanding of television develops have been dominated by one theoretical approach. This approach, drawing largely on the work of Piaget, assumes a one to one matching between a child's age and stage of cognitive development. Consequently, some investigators have asserted that children as young as four years old can distinguish between advertisements and programs (Levin, Petros & Petrella., 1982 cited in Pine & Veasey, 2003). Some eight years olds understand the persuasive intent of advertising (Oates, Blades & Gunter., 2002; Doubledat & Droege, 1993; Macklin, 1987) and by 12 years old children have lower trust of advertisers and can become discriminating and skeptical consumers of persuasive messages (Bjurstrom, 1994). According to media researchers Glen Riecken and Ugur Yavas most children over 10 years old are skeptical about the message conveyed by advertising. There is an alternative model to measure children's understanding of television by following models of cognitive variability (Pine & Veasey, 2003). Children's verbal responses may only reflect a part of what they understand (Pine & Messer, 1999). Several studies have shown that as a result of taking both verbal and non-verbal responses children aged between 5 and 6 years old can understand the purpose of advertisement, though this concept has not been widely confirmed by the majority of studies in this field (Macklin, 1987, Pine & Veasey, 2003; Young 1990)

The effects of television advertising on preschool and elementary school-aged children occur at multiple levels. These effect ranges from the relatively immediate product-persuasion effects intended by the advertiser as well as the broader and more

cumulative types of influences that accrue from exposure to large numbers of commercials over time. The notable effects are commercial recall and the resulting product preference, parent-child conflict from these requests, materialistic attitudes, unhealthy eating habits, encouragement of tobacco and alcohol consumption, and marketing of violent media to children (Kunkel, *et al.*, 2004).

A large number of studies have examined the effects of television food advertising on eating behavior, purchasing requests and health issues such as obesity. Studies have shown that children consumed 45% more snack foods when exposed to food advertising, even though it is not related to reported hunger (Jennifer, Harris, Bargh, Kelly, & Brownell, 2009). This research demonstrates the power of food advertising to prime automatic eating behaviors, which are the dominant causes of obesity and dental caries. In another study, Arnas (2006) showed that in Turkey, nearly one third of the children program time is devoted for TV advertisement and half of which are on unhealthy food items. The results also show that more than 40% of the children asked their parent to purchase the products they advertised. The majority of child oriented food advertisements viewed seemed to take a branding approach, focusing on creating lifelong customers rather than generating immediate sales.

Creating an emotional response to television commercials is an important aspect of provoking consumer's interest towards a product. Morris Klahr, Shen, Villegas, Wright, He & Liu, (2009) completed a mapping of multidimensional emotion in response to television commercials. By recoding brain activity when exposed to different stimuli through advertising the research showed significant differences in the score on the pleasure and arousal rating scales among the stimuli. These findings suggest a dimensional approach of constructing emotional changes in the brain and provide a better understanding of human behavior in response to advertising stimuli.

One innovative study was used to measure the effectiveness in terms of downstream health care costs as a result of removing television advertisement of high fat and high sugar food and beverages to Australian children. The study showed that the intervention had a gross incremental cost effectiveness ratio of AUD\$3.7 (Magnus, Haby, Carter & Swinburn, 2009). When the present-day value of potential savings in future health care costs was considered, the intervention was seen as

extremely powerful because it resulted in both an immediate health gain and a cost offset compared with the current practice.

Advertisers and industries often claim that self-regulation works better than government regulation (ISBA, 2002; Young, 2003; AA, 2003 & 2005 cited in Caraher, *et al.*, 2004). However, there is ample theory and research in children's cognitive development that indicates it is difficult to train children below age 7 and 8 years to view commercials defensively so that it does not affect their thinking, behavior and attitude. (Fielder, Donovan & Ouschan 2009). Defensive viewing is defined when young children can critically think and analyze the content or messages of the advertisement and program, and they have the ability to be selective to accept or reject what is presented to them. It is not only children's ability to think or chose but the media regulations, support from adults and their general environment that are also important, so children can enjoy media content defensively and avoid harmful content and messages.

Considering the multidimensional effects and findings from a large body of research of the effects of advertising on children, many countries have instituted measures to regulate the nature and extent of advertising during children's TV viewing times. A considerable amount of debate and tension exists between the development of legislation to cover this area and the use of voluntary agreements and codes. At a global level, the international intergovernmental FAO/WHO Codex Alimentarius Commission is the governing body that sets basic standards for food to which nations agree and abide. The advertising industry has an additional set of standards, the highest of which is contained within the international Chamber of Commerce (ICC) International Code of Advertising practice. The code includes an article on children and young people with provisions applying to advertisements aimed at children who are minors under the applicable national law. The provisions cover inexperience and credulity, avoidance of harm and social value but does not prohibit or set limits directly for advertisements. The code often forms the basis of both statutory and self-regulatory systems of control. In Europe, they have set out a range of approaches from a total ban through various restrictions of regulations on the content of advertising to children. The key policy driver at the European level is the "EU Television Without Frontiers Directive" which is coordinated by the Directorate-General (DG) for education and culture. The key articles in the Television Without Frontiers Directive are articles 12 and 16, which state:

- Television advertising and tele-shopping shall not encourage behavior prejudicial to health and safety (Article 12)
- Television advertising shall not cause moral or physical detriment to minors (Article 16.1)

It shall not directly encourage minors to persuade their parent or others to purchase the goods or services being advertised (Article 16.1b) (Caraher, *et al.*, 2004).

In Sweden all advertising aimed at children under the age of 12 years is banned, as are advertisements before or after children's television programs. The Swedish case is not based on good or bad food but on the findings from the research that children under 12 years of age cannot clearly distinguish advertising messages from program content.

On the 1st January 2005, Ireland introduced the new statutory code which set out that advertisements should not use celebrities, sports star or cartoon characters to promote food or drink unless part of public health campaigns. They also made it mandatory to include a warning about the role of fast foods in a balance diet. A common oral health warning logo for certain category of foods was also introduced. (Caraher, *et al.*, 2004)

Until 2004, the situation in the United Kingdom was based on a voluntary agreement regulated by the Independent Television Commission (ITC) using a code of advertising standards and practice based on the ICC international code of advertising practice. However the bill for the communication industry established a new regulatory body – The Office of Communication (Ofcom) to take over regulatory responsibilities from the ITC. The bill mentions that Ofcom will promote systems to help people make informed choices about what they and their children see and hear, and Ofcom will have a duty to promote media literacy.

In summery, the current situation is, Sweden, French Austria, Belgium, Italy, Luxembourg, Norway and Portugal have banned TV advertising targeted towards children defining children differently in terms of age. Australia, Canada, Denmark, Finland, Germany, Greece, Ireland, Netherlands, New Zealand Spain and USA all have some types of restriction over television advertisement by self-regulatory guidelines or statutory guidelines. (Caraher, *et al.*, 2004).

In the Asia region, Malaysia recently introduce ban on fast food advertisements targeting children (Karupaiah, Chinna, Mee, Mei & Noor, 2008). The Philippines has a complete law and the Maldives also has some regulatory framework in place in relation to television and children. In Pakistan, Nepal, India, China, Thailand and Sri Lanka, television advertising towards children has already emerged as an issue to discuss and debate. Also studies investigating the effects and exposure of televeison advertising on children are currently underway (Chan & Chan 2006; [www. Maldivesinfo.gov.mv](http://www.Maldivesinfo.gov.mv); EJSR, 2008; Zuberi & Ahmed 1992; Chandra 2008; Shabbir, Kirmani, & Hassan, 2008). However in Bangladesh it is still a very new area with little attention being given to this area, even though the level of exposure and dimensions of content are complex. The current study will open up this topic to policy makers, highlighting the need to regulate TV advertisement during children's prime viewing times, as it is regulated in other countries.

9 Rationale/Justification

The significance of this issue in Bangladesh can be understood by reviewing the explosion of electronic media, variety of programs and advertisements, as well as the preparedness of professionals and audiences and necessary regulatory framework with research base that are as follows:

- Without considering children below age 15, the reach of TV to the population is 68% nationally including 56% rural and 89% urban. Half of the TVs has cable and satellite connection (BMDS, 2008)
- Currently 15 television channels including state owned BTV broadcast their program continuously 24 hours a day. Approximately 10 additional television stations are on the way to start broadcasting in the near future.
- No standard rating or code exists in Bangladesh for program and advertisement, (except the TV Code of Advertising Standards and Practice 1979 which is inactive and only applies to state owned TV channel). There are some regulations and guidelines such as the Indecent Advertisement Prohibition Act, 1963; Marketing of Tobacco Products (Control) Act, 1987; Circular for banning of baby food advertisements on radio and television and banning the use of foreign models in the advertisement of local products; and guidelines for broadcasting advertisements. However, all of these regulations are out-of-date, inactive, not for private TV and address a particular issue rather than address the whole area of advertising regulation in a holistic sense. Recently the ICT policy 2009 was approved which addresses this issue, but still indirectly, and the National Broadcasting Act (NBA) is under preparation.
- No monitoring or screening structure exists except for some private initiatives by an existing media sector that actually meets the purpose of advertisers and producers.
- There is a general lack of institutional and academic capacity to develop and handle media issues professionally.
- Unhealthy competition (use of misinformation, biasness, political influences, branding without guidelines, etc.) and domination by advertisers is prevalent.

- There is a general lack of awareness and preparedness among audiences to handle the media explosion.
- Advertisements targeting children and using children in advertisement unnecessarily is very common in Bangladesh and there are no guidelines or restriction to regulate a child's involvement in advertising.
- The use of celebrities in advertisement, including different cartoon characters to attract different age groups, is also a common trend and there is no authority or law in place to monitor these issues.
- Advertisers and producers are free to use any influential or misleading information and use emotion without evidence to promote their products. The entire advertising campaign depends solely on the judgment of the advertising company.
- Diversity in the type of advertisement is rapidly increasing as regularly new products are coming on to the market and the concept of 'always keeping the population in touch with what is "new" through television' is highly effective in Bangladesh.
- Total market size of local advertising business is around 12,000 million taka, which is increasing rapidly (Apparels bulletin of Bangladesh, 2008)
- From 21-23 September, 2009, during the holiday period of EID (following Ramadan), 24,280 advertisements were broadcasted across 12 TV channels, which comprised 21% of their total broadcasting time (Daily Prothom Alo, October 1, 2009)
- Possibility to use the scope of advertising to support children in a positive positively.

10 Operational Definitions

Television advertisement: A television advertisement or television commercial – often shortened as commercial or TV ad (US), or advert or ad (UK/US), or ad-film (India) – is a span of television programming produced and paid for by an organization that conveys a message.

Exploratory study: An exploratory study is undertaken when not much is known about the situation at hand or no information is available on how similar problem or research issues have been solved in the past. In such cases, extensive preliminary work needs to be done to gain familiarity with the phenomenon in the situation and understand what is occurring before we develop a model and set up a rigorous design for comprehensive investigation.

Effect model: In statistics, a random effect(s) model, also called a variance components model, is a kind of hierarchical linear model. It assumes that the dataset being analysed consists of a hierarchy of different populations whose differences relate to that hierarchy.

Gratification model: Uses and Gratifications theory is a popular approach to understanding mass communication. The theory places more focus on the consumer, or audience, instead of the actual message itself by asking “what people do with media” rather than “what media does to people” (Katz, 1959) .

Brand: A brand is a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service, or business. A legally protected brand name is called a proprietary name.

Pester power: The ability that children have to make their parents buy something, by asking for it many times until they get it.

Model of cognitive variability: Children's thinking is highly variable at every level of analysis, from neural and associative levels to the level of strategies, theories, and other aspects of high-level cognition. This variability exists within people as well as between them; individual children often rely on different strategies or representations on closely related problems presented close in time. Recognizing such variability can help us describe development more accurately and better explain how cognitive change occurs.

Unit of analysis: The unit of analysis is the major entity that is being analyzed in the study. It is the 'what' or 'whom' that is being studied. In social science research, the most typical units of analysis are individual people. Other units of analysis can be groups, social organizations and social artifacts.

Viewership of TV: The percentage of people who watch television or a television program.

Rossiter scale: A scale to measure children's attitude towards television advertisements developed by John Rossiter.

Defensive viewing: The capacity of young children to critically think and analyze the content or messages of the advertisement and program and be selective to accept or reject those messages. It is not only children's ability to think or chose but the regulation of media, support from adults and their general environment that are important so that children can enjoy media content defensively and avoid harmful content and messages.

TV promotional: Snap shots of different programs that TV channel will air in the future.

11 Objectives

Considering international experiences and the growing significance of this issue in Bangladesh, as a first step, the proposed study seeks to provide preliminary clarification of the possible effects of television advertisement on children. This study will be conducted in three parts 1) to explore the Bangladeshi context by estimating the probability of children's exposure to TV advertisement, 2) analyze Bangladeshi TV advertisements to find potential areas of the effects, from point of view of the effects on child development, and 3) exploring parents' attitudes towards children's exposure to TV advertisements.

The primary research question is:

What is the probability of Bangladeshi children's exposure to TV advertisement and what are the potential areas of effects on their development including parent's response on this issue?

To answer the research question, the specific objectives of the study are as follows:

- a) Estimate the probability of children's exposure to TV advertisement shown in different Bangladeshi TV channels during their most frequent TV viewing time.
- b) Analyze selected TV advertisements telecast in Bangladeshi TV channels to identify potential areas of effects and influences focusing on 5 and 6 year old children.
- c) Explore parent's responses towards children's exposure to TV advertisement.

12 Methodology

A qualitative, mixed-methods approach was used to meet the research question by exploring children's exposure to television advertisements in Bangladesh, analyzing advertisements to identify potential areas of effect, and surveying parent's responses towards the effects of advertising. The study was divided into three different components corresponding to the three study objectives previously mentioned. To achieve these three objectives, the study was conducted in three stages and the units of analysis for the components were Bangladeshi TV channels, Bangladeshi TV advertisement and parents with children 5 and 6 years old and with at least one television at home.

12.1 Sampling method and samples

Non-probability purposive sampling technique was used to select sample for different component of the study. The samples for the three different components were as follows:

Bangladeshi TV channels:

Among 13 active Bangladeshi TV channels, including state owned BTV, it was decided that top five most viewed television channels would be selected for monitoring. Figure 1 illustrates the viewership of the top five TV channels in Bangladesh, according to BMDS 2008.

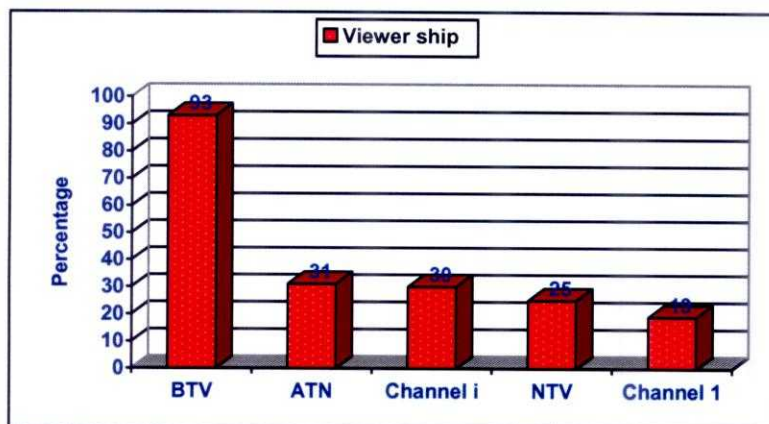


Figure 1: Viewership of different TV channels in Bangladesh (Source: BMDS, 2008)

Based on this information in Figure 1, the following channels were selected to monitor to calculate the probable exposure of children to TV advertisements: **BTV, ATN, Channel i, NTV & Channel 1.**

Bangladeshi TV advertisements:

While estimating the probable exposure of children to TV advertisement, two hours of television programs were recorded from all five TV channels selected for analysis, during children's most preferable TV watching time. Advertisements shown during this time frame can be divided in to five broad categories. Table 1 shows the type and number of advertisements shown during the monitoring period, split by channel and category and days for the week shown; weekday and weekend.

Table1: Advertisement separated by channel, category and frequency of ads shown within a two hour time frame during the weekday and weekend

TV Channels	Days	Category of advertisements (Duration with in 2 hours)				
		Directly to children	Indirectly to children	Food items	Using children	To adults
BTV	Weekday	0 (0)	0 (0)	0 (0)	00:00:43 (2)	0 (0)
	Weekend	00:02:40 (4)	00:00:30 (1)	0 (0)	00:07:09 (19)	00:18:21 (45)
ATN	Weekday	00:01:40 (4)	00:01:55 (10)	00:04:35 (16)	00:09:20 (15)	00:17:17 (39)
	Weekend	00:06:15 (13)	00:01:35 (8)	00:11:15 (28)	00:17:35 (37)	00:21:02 (50)
Channel i	Weekday	00:09:09 (18)	00:03:47 (15)	00:12:57 (33)	00:20:06 (37)	00:23:34 (42)
	Weekend	00:04:56 (10)	00:03:43 (13)	00:08:10 (23)	00:14:58 (26)	00:22:01 (49)
NTV	Weekday	0 (0)	0 (0)	00:01:00 (2)	00:10:28 (21)	00:09:34 (22)
	Weekend	00:06:46 (14)	0 (0)	00:07:17 (15)	00:10:08 (24)	00:19:58 (45)
Channel 1	Weekday	00:45:00 (2)	0 (0)	00:07:17 (16)	00:06:30 (13)	00:22:06 (54)
	Weekend	00:02:15 (6)	00:00:50 (2)	00:14:17 (17)	00:13:28 (26)	00:30:15 (78)

The main purpose of this component was to identify potential areas in which the effect of TV advertisements could be seen. The categories by which the advertisements were separated were: Directly to children; Indirectly to children; Food items; Using children; and To adults. It should be noted that an advertisement aimed

directly or indirectly towards children may also be an advertisement for food items. This could be perceived as an overlap, but to ensure representation of all categories this was done consciously.

The samples were selected to ensure each type of advertisement could be classified within one of the nominated categories. Within each category the frequency of the advertisement (defined as the number of times the ad was shown in the sampling period) was also considered to identify the type of advertisement that was aired most often within the selected two-hour timeframe.

The areas where advertising will have potential effects on 5 and 6 year old children is quite specific as they have a preference for adverts directed towards children rather than adverts directed at adults. This understanding was taken into consideration when planning the study and collecting the samples.

Table 2 shows the 10 advertisements that were selected purposively as samples for the study considering all those issues.

Table 2: Advertisement sample selected for the study

SI	Advertisement selected as sample	Category	Rationale for selection (Considering all 5 channels)
1	Pepsodent (Toothpaste)	Directly children	Most frequent ad. with in this category
2	DANO (Milk)	Directly children	2 nd most frequent
3	Anchor (Milk)	Indirectly children	Most frequent in this category
4	Pran potato creakers (Chips)	Food item	Most frequent in this category
5	Pran milk candy (Candy)	Food item	2 nd most frequent in this category and using animation
6	Horlicks (Maltded drink)	Food item	3 rd most frequent in this category and foreign ad.
7	Bashundhara (Group of companies)	Using children	Most frequent in this category
8	Banglalink (Mobile phone)	To adult	Most frequent in this category
9	Citycell (Mobile phone)	To adult	2 nd most frequent in this category
10	Walton fridge (Home appliance)	To adult	3 rd most frequent in this category

Parent's perceptions

The population for sample among parents is defined as:

a) Parents having children aged between 5 and 6 years old, and b) Parents having at least one television in their home. To obtain parents' perceptions and experiences with their children's exposure to TV advertisement, the initial plan was to select around 100 parents who fit the above criteria. Due to the data collection procedure from the parents, the number of parents was not fixed. The tool (structured questionnaire) for data collection was shared widely among the population using different channels. By the deadline, 141 responses were collected from the parents within the target population. Among these responses, a total 132 responses were considered complete and valid, and these responses constituted the data for this study component. The criteria used to ensure a response was valid were: consistency in the responses and relevance of responses. When most of the questions (above 90%) were answered, it was considered as complete.

There were no other sub-sampling criteria on which to select the parents. However, additional information was recorded on age, education and gender perspective, and a demographic analysis of sample group was done based on the data provided in the questionnaires.

The questionnaire provided a specific question about the age of the parents, yet 25% of total sample did not respond. For the parents who responded around 30% are under 30 years old, and more than 35% are between 30-40 years old. There was also a small representation from above 40 years old.

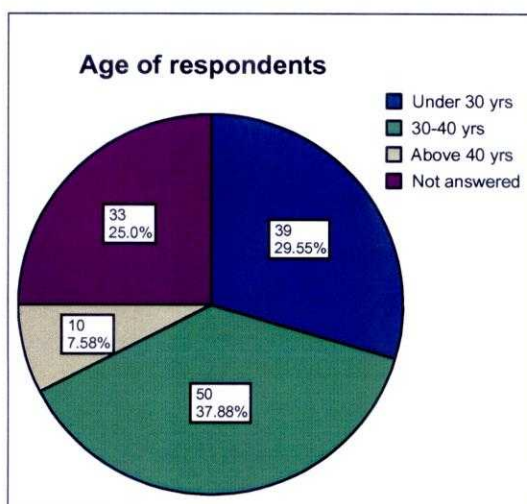


Figure 2: Distribution of age of respondents

Though a large number of respondents did not respond regarding their educational background, the distribution appeared to be typical with Secondary School Certificate (SSC), graduate and masters level education.

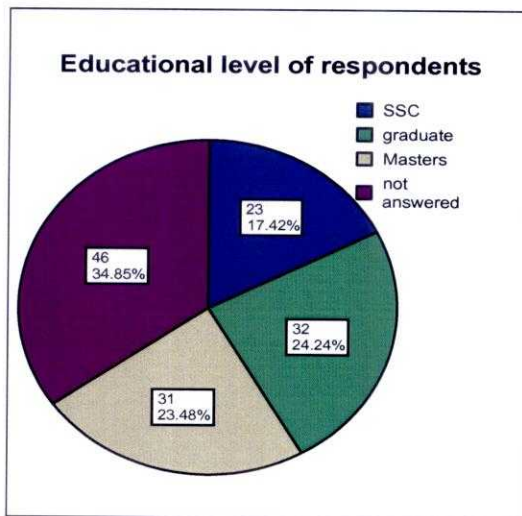


Figure 3: Distribution of educational level of respondents

A higher number of mothers responded to the questionnaire (67.42%). In Bangladesh, the perceptions and experiences of mothers regarding children's exposure to TV advertisement would be expected to be more valid than fathers' perceptions and experiences, because mothers typically spend much more time with their children and monitoring their children's activities.

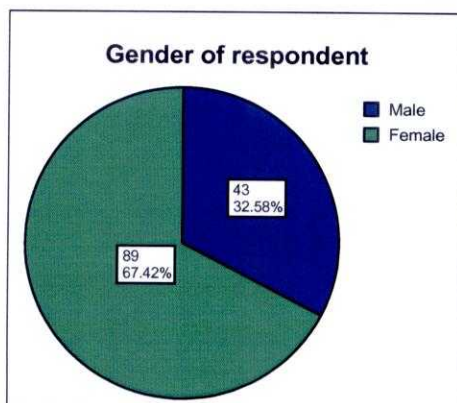


Figure 4: Distribution of gender of respondents

12.2 Measures

For data collection from all three components of the study, different tools were developed and used. In this section the component tools, development process and validity of the tools are discussed.

Component One: Children's exposure to TV advertisement

A set of guidelines was first developed to collect information across different Bangladeshi TV channels to understand and identify the time and duration allocated for children's programs across the day and week by various channels. The data was collected in a table, recording the day, program start and ending time and duration of the program. The tool is attached in **Appendix 1**.

A television, video recorder and video cassette disk (VCD) were used to collect data (recording program and advertisement) from five TV channels selected as sample and desktop or laptop was also used for watching recorded video to collect information from those video.

Another form was developed to collect data from recorded video to estimate children's exposure to different types of programs and advertisements. A draft form was developed first to capture the duration of advertisement but due to the numerous categories of advertisements and the various dimensions of advertisement analysis required, modification of the form was undertaken to ensure detailed information was captured on a form for each channel. The tool is also attached in **Appendix 2**

Component Two: Areas of effects – Expert's response

A laptop was used to display screen sample of advertisements to collect the responses from a panel of experts on child development and education. A simple form was developed to collect the dichotomous response of experts across different areas after watching a particular advertisement. The purpose for collecting this data was to identify the potential areas that an advertisement can affect children. The developmental characteristics and milestones of 5 and 6 year old children were first outlined to establish the areas that an expert can rate against. Moreover, areas from the Rossiter scale (a scale to measure children's attitude towards TV advertisement) were also taken recorded as a valid scale against which to measure a child's attitude. Finally 27 areas were identified in three different parts; socio-cultural, cognitive and health and behavior related areas. The three experts on child development and education reviewed the areas used on the form to ensure they covered all aspects of

feedback from the experts, the form was revised and 22 areas of the effect were finally selected for collecting responses. Then to pilot test this form, it was used to collect response from two experts and it was found that confusion arose for two areas while collecting responses. To avoid this, another revision was completed and the form was finalized with 20 areas for categories of the effects. Pilot testing and the involvement of experts assisted validation of the research tools. The research tool is attached in **Appendix 3**.

Component Three: Parent's perception

A structured and simple questionnaire was developed for collecting parent's response towards children's exposure to TV advertisement. The question themes areas were adapted from the Rossiter scale that is considered to be a highly reliable scale to measure children's attitude towards TV advertisement.. Support was also taken from a scale developed and tested by the Australian Children's Television Foundation. Considering a Bangladeshi context, a first of the draft questionnaire was developed and sent to experts (to a child developmental psychologist and a researchers and child development expert) for review. A revised version of questionnaire was developed by incorporating their feedback and shared again to a different group of experts for validity testing of the tool. According to the feedback of the experts, an internal testing mechanism to check the reliability of the data was incorporated in the questionnaire (two open-ended questions). Through this process, the questionnaire was finalized and ready to collect data from the target audience. An informed consent procedure was used to introduce the study and request for participation. Volunteer participants were asked to sign on the consent form. The tool is shown in **Appendix 4**.

12.3 Data collection procedures

Data were collected through different tools for each different component. Component wise data collection procedures are discussed bellow.

Component one: Children's exposure to television advertisement

A pre-designed form was used to collect information about different TV channels regarding their schedule of children's program across the day and week. Two TV channel's offices were visited to collect information and information was gathered from the website of other three channels. All the information was collected from their October to December quarter schedule. The purpose for collecting the

information was to identify most preferable TV watching time of children but the information did not provide any idea about that subject. The children's programs were distributed in a scattered way over day and week (Figure 5) Only BTV followed a trend but there were no trends evident amongst the other four channels to find a preferable TV watching time for children.

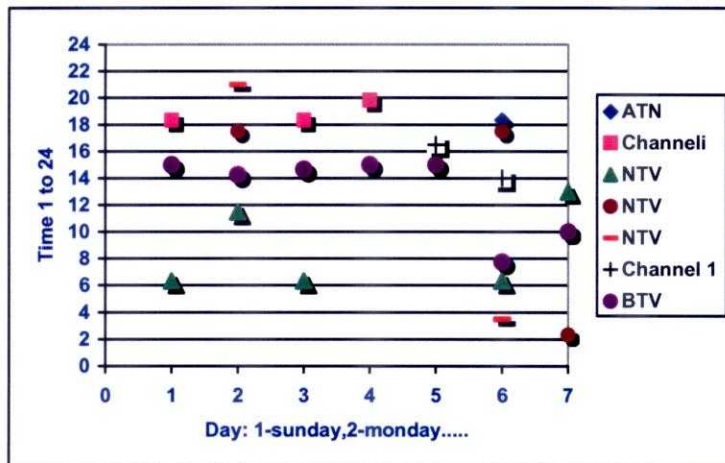


Figure 5: Distribution of children's program of TV channels in different time in a week

The study plan was then changed to identify children's most preferred TV watching time. As so study has yet explored this in a Bangladesh context a question was included in the questionnaire for parents to identify the most preferred TV watching time for their children. Figure 6 shows the parent's responses on this issue.

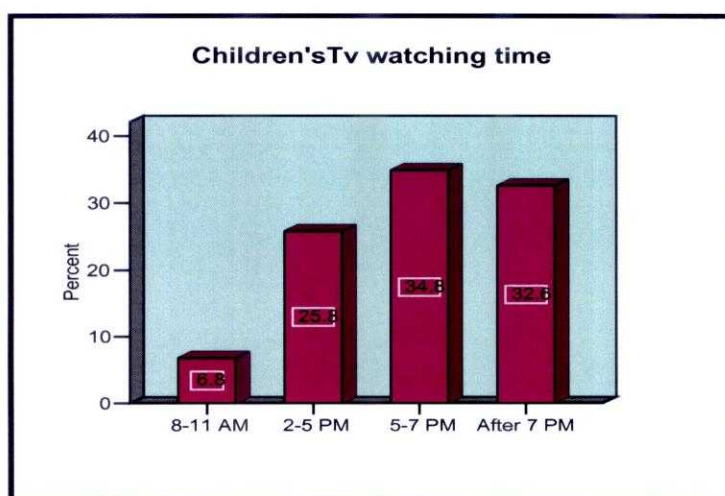


Figure 6: Children's TV watching time

Based on this response in Figure 6, Friday as weekend and Tuesday as weekday was selected for recording TV programs for two hours to sample the content of the broadcast during this timeslot. Recording was done simultaneously across all five channels to maintain neutrality of the data.

The recording date was 12 January and 15 January of 2010. When data collection was being transferred from the video to the designed tool, it was found that BTV weekday data is not valid as at the recording time, BTV was airing parliamentary session and hence there was no scope to air advertisement. It was difficult to re-record all the data again as the parliamentary session was going on for long time and a lot of data collection process was already completed based on this recording. So after parliamentary session recording was complete and additional recording was made, only for BTV, on Tuesday (23.02.2010) to maintain the alignment with the data from other channels.

The necessary data and information were then extracted from the video to the tool (form) by watching video repeatedly. Channel, date and time were also recorded.

The calculation was completed using an Excel spreadsheet, and different cross checks were done and the data was found to be valid which ensured the accuracy of the calculation and reliability of data.

Component two: Areas of effects – Expert's response

Sample advertisements were coded and recorded on a laptop to screen them in front of the selection of experts. The experts selected to analyze the advertisement were as follows: one ECD media expert, one ECD specialist and material developer, one community mobilization expert in the field of early education, one academician and ECD program designer and one educationist and lawyer from different national and international organization. Though instruction and definition of the areas were inbuilt in the form, the whole process was explained to the experts by the researcher and options were given to watch the advertisement repeatedly to rate the areas consciously and efficiently. Average of 45 minutes was required to collect data from each expert and data was collected in different days for different experts. It was planned that the reliability of the data collected from experts would be checked by using Chi square goodness of fit technique through SPSS as the data are nominal but due to limitation of the sample (as response were collected from only five experts), it could not be done. However calculation was done using Excel spreadsheets to see the

matching of expert's opinions which is given in table 3, for a particular advertisement that will provide an indication of the reliability of the data.

Table 3: Reliability information of data collected from experts

Code of Ad.	% of areas for which response matched 100%	% of areas for which response matched 80%	% of areas for which response matched 60%
01D	65	5	30
02D	55	25	20
03I	65	25	10
04F	30	45	30
05F	50	25	25
06F	40	25	35
07U	60	25	15
08A	75	15	10
09A	60	20	20
10A	50	20	30

Component three: Parent's perception

To collect responses from parents who have 5 and 6 year old children, who also own a television at home, a questionnaire was distributed among the population irrespective of geographical area and socio-economic condition. Around 175 questionnaires were distributed with an expectation that at least 100 questionnaires would be returned with accurate information. Response was beyond expectation and a total of 141 questionnaires were returned. After screening for validity only 132 responses were able to be used for analysis. A total of 92.4% of responses were deemed valid. In most of the cases, parents' responded to the question without any support.

Whether parent's responses were based on their understanding or not, to check these, two additional open-ended questions were incorporated in the questionnaire. The questions were about the understanding of advertisement's quality in general. More than 53% respondent answered those appropriately and around 30% did not answer at all. Only 20% provided an incorrect answer so this provides a reflection of reliability of the data. Moreover using SPSS, Chi square independence test were done to test the association of respondent's age, education and gender with different variables at a significance level $p < 0.05$ and it was found that the responses are almost independent. So the results are not biased by the age, education and gender of respondents, which also increases the credibility of the data.

12.4 Analysis

To explore the answers of the research question, the data collected for different purposes was analyzed using SPSS and Excel spreadsheets. For analysis of nominal data Chi square independence test was done.

Component one: Children's exposure to TV advertisement

Between channels the probable exposures of children to TV advertisement were calculated as a percentage of total time within two hours of sample viewing time. A comparative analysis was also done using an Excel spreadsheet that was visualized through graphical representation. Exposure of children to different types of advertisement was also calculated using an Excel spreadsheet and presented using bar diagram.

Component two: Areas of effects – Expert's response

To analyze the advertisements, the expert's responses on the different areas of the effects were analyzed using an Excel spread sheet. When the responses were turned into nominal data, it was planned that statistical technique called Chi square goodness of fit will be used to analyze the data. But to use this technique authentically, a large number of samples are required which was not the case as only five experts were used. Instead an Excel spreadsheet was used and results were visualized through simple bar diagram.

Component three: Parent's perception

The parent's response on their children's exposure to TV advertisement was analyzed using SPSS. Descriptive statistics was used to calculate the frequency of responses using SPSS. In addition a Chi square independence test was used to analyze the association (correlation for nominal data) between variables.

13 Results

Component 1: Children's exposure to TV advertisements

1. If children watch the top five most viewed Bangladeshi television channels in their most preferable TV watching time for two hours, the average probable exposure of children to television advertisements will be 21.19% (34.79%)* of total time in weekday and 32.55% (37.72%)* in weekend.

Table 4: Channel wise exposure of children to television advertisement in their most preferable TV watching time in weekday and weekend.

SI	TV channels	Days	# of TV ad shown	% of time of exposure
01	Channel i	Weekend	87	33.2 (40.5)*
		Weekday	94	39.56 (49.10)*
02	Channel 1	Weekend	111	45.62 (50.44)*
		Weekday	78	28.16 (49.43)*
03	NTV	Weekend	70	25.52 (37.5)*
		Weekday	44	16.83 (38.39)*
04	ATN	Weekend	77	36.77 (38.5)*
		Weekday	64	23.78 (36.12)*
05	BTV	Weekend	64	21.66 (21.66)*
		Weekday	1	0.6 (0.9)*

* () values are inclusive of TV promotional which is also advertisement but not for any commodities.

2. The highest exposure in weekdays is 39.56% (49.10%)* of total time which is on Channel i and the lowest is 0.6% (0.9%)* which is on BTV. (Table 4 and figure 7)

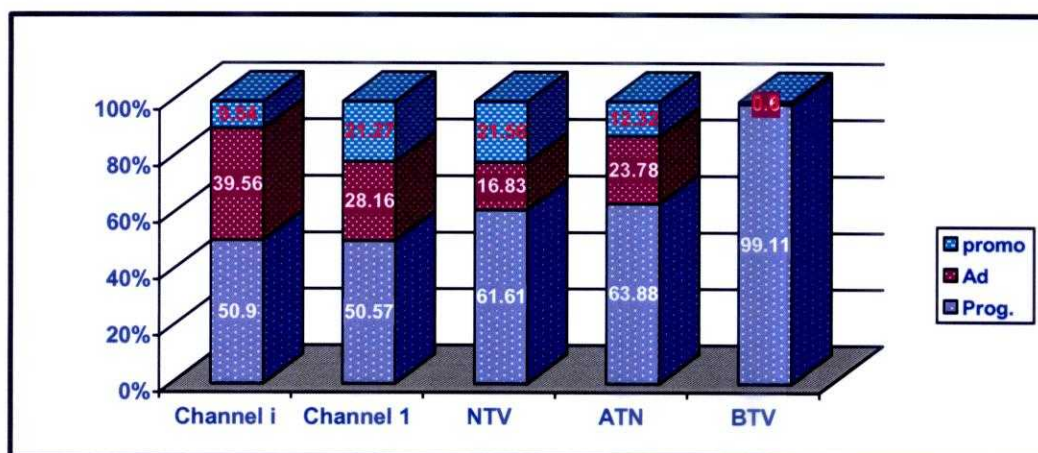


Figure 7: Channel wise comparative exposure of children to different categories of television visuals in weekday in their most preferable TV watching time

3. The highest exposure during the weekend is 45.62% (50.44%)* of total time which is on Channel 1 and the lowest is 21.66% (21.66%)* which is on BTv. (Table 4 and figure 8)

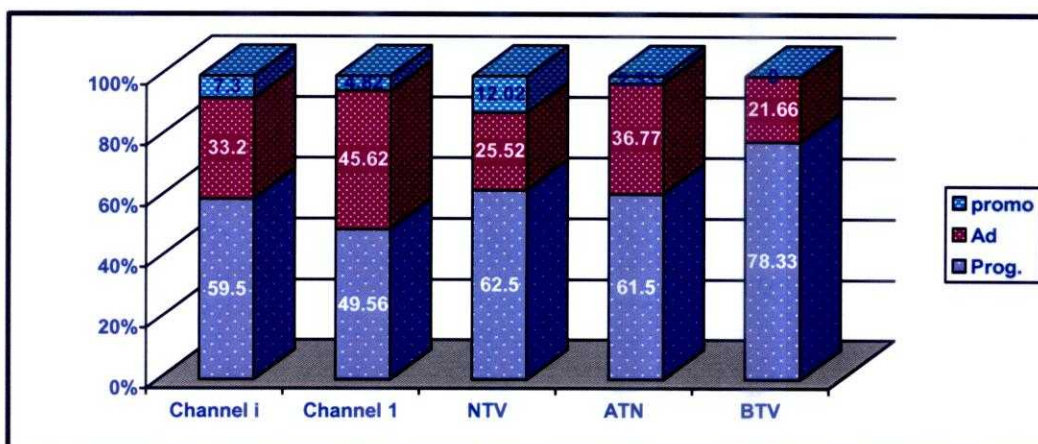


Figure 8: Channel wise comparative exposure of children to different categories of television visuals in weekend in their most preferable TV watching time

4. Out of the total advertisement time within two hours of the most preferred TV watching time of children in weekday and weekend, an average of 51.8 % time was covered by type of advertisements define as **advertisement to adult**². (Figure 9 and Figure 10)

5. An average of 28.71 % of the total advertisement time within a two hours sample timeslot of the most preferred TV watching time of children in weekday and weekend

² Advertisements which have no relation with children in terms of content, purpose and visuals

was covered by the type of advertisement define as **advertisement using children**³. (Figure 9 and Figure 10)

6. **Advertisement promote food items**⁴ is covered by an average 20.73% of total advertisement time in two hours of most preferable TV watching time of children during weekday and weekend. (Figure 9 and Figure 10)

7. An average of 11.29% and 5.17% total advertisement time with in two hours of most preferable TV watching time of children in weekday and weekend was covered by **advertisement directly towards children**⁵ and **indirectly towards children**⁶ respectively. (Figure 9 and Figure 10)

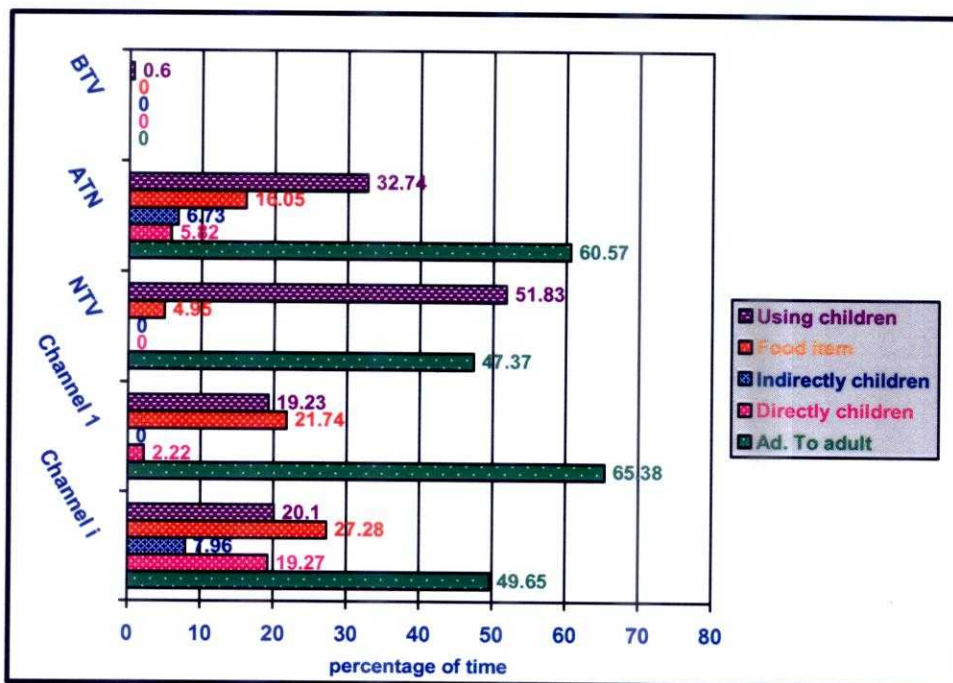


Figure 9: Channel wise comparative exposure of children to different types of television advertisements in weekday in their most preferable TV watching time

³ Advertisements which have no relation with children in terms of content, purpose and visuals but using them in the advertisement to convince adults (as probes)

⁴ Advertisements which promote all types of food/drink items

⁵ Advertisements which directly address children to promote their products

⁶ Advertisements which promote products for children but address adults to use those for their children

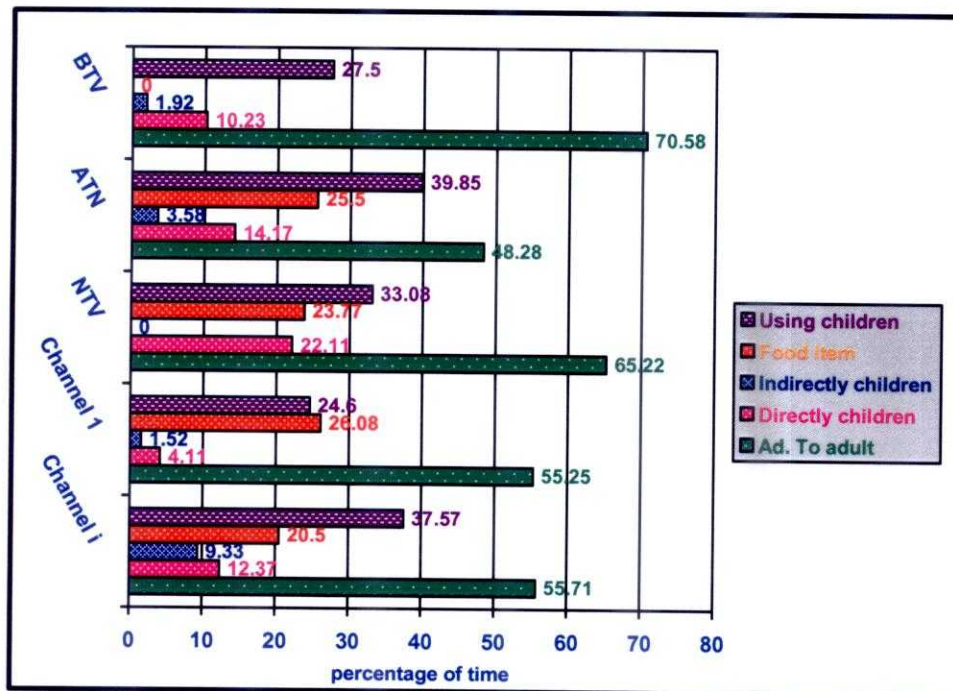


Figure 10: Channel wise comparative exposure of children to different types of television advertisements in weekend in their most preferable TV watching time

Component 2: Areas of effects-Expert's response

1. According to the response from the panel of experts on the areas of effect named moral, value, gender, social class, cultural stereotype etc defined as socio-cultural areas of effect, more than 75% of the advertisements had social class bias and around 50% are gender biased, where boys or males are presented as a symbol of power and in dominating role. (Figure 11)
2. Half of the advertisements have some effect (positive or negative) on moral, ethics or values and around 80% have an effect on life style. (Figure 11)
3. Around 30% of advertisements promote cultural stereotypes (Husband charging and misbehaving with his wife for the test of meal in a refrigerator's ad) and only 35% are culturally relevant (which has content that are common in culture and used positively). (Figure 11)

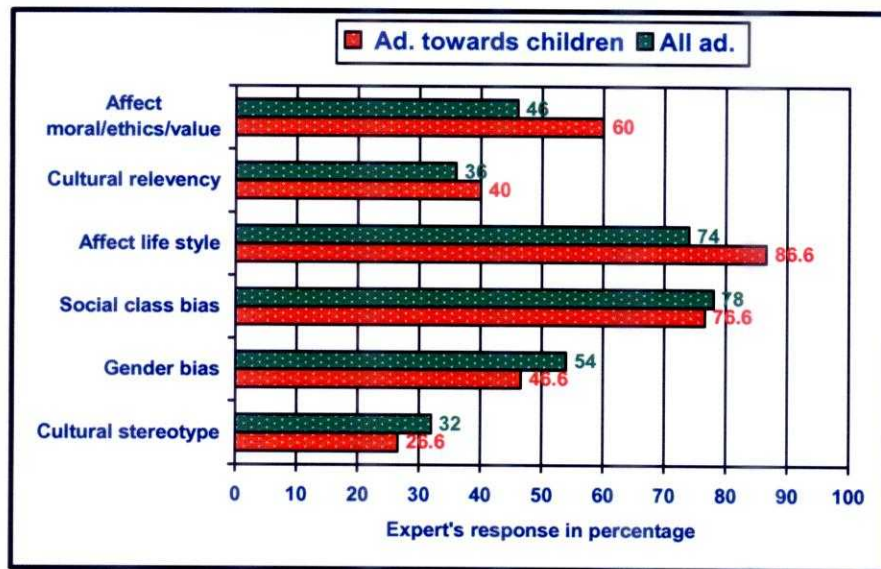


Figure 11: Expert's response on socio cultural areas of effects of TV ads

4. More than 90% of advertisements directed towards children have the potential to mislead and 80% can interfere their logic or reasoning process. (Figure 12)
5. Half of the language used in advertisements is understandable to children though it only increases up to 66% when advertisements are specifically targeted towards children. (Figure 12)
6. More than 50% of the advertisements have the potential to challenge thinking, 60% create curiosity and 38 % to introduce new concept which may have positive or negative effect on children. The rate is higher only when advertisements are directed towards children. (Figure 12)

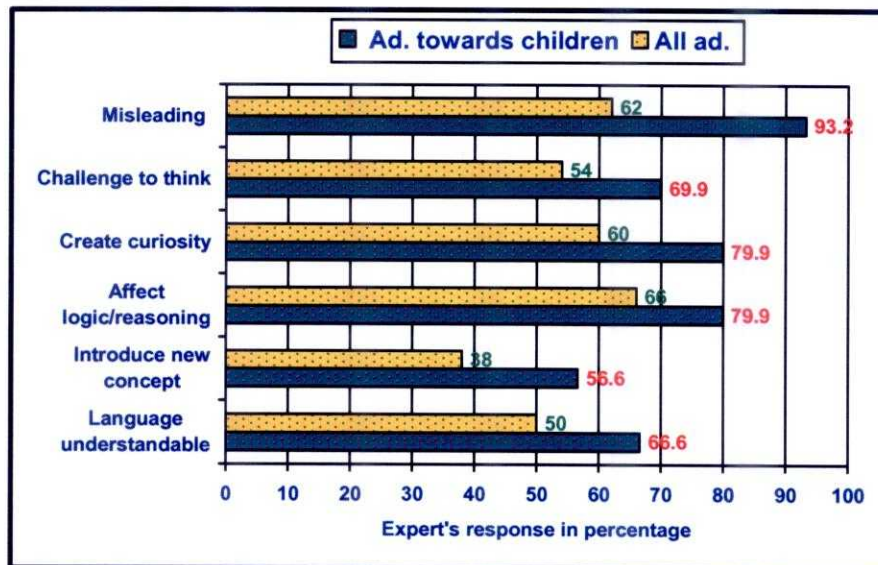


Figure 12: Expert's response on cognitive areas of effects of TV advertisement

7. More than 93% of advertisements towards children have the potential to affect their food habits, health, attitude or behavior, or provoke them to buy or request the product. (Figure 13)

8. One quarter of the selected advertisements promote violence or aggression, with the potential to create conflict with others. For example, arguments over purchases such as children demanding an ice cream after using a certain brand of toothpaste as it was shown on the ad that the toothpaste protects teeth from the harm of eating sweet food like ice cream. (Figure 13)

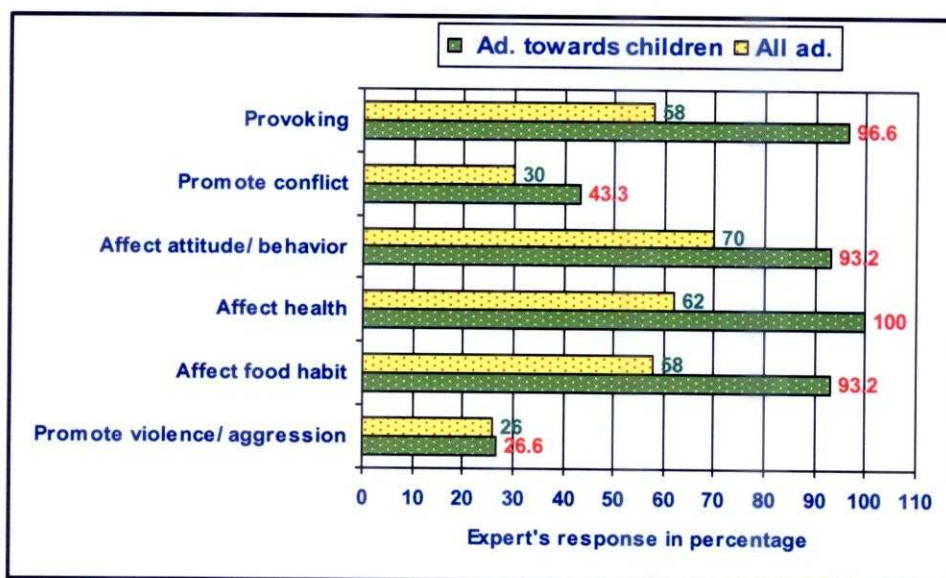


Figure 13: Expert's response on health and behavior related areas of effect of TV advertisement

Component 3: Parent's perception

1. 78.8% of parents who have children aged 5 and 6 years old believe that their children enjoyed television advertisements, though 58.3% parents feel that their children cannot understand the intention or purpose of television advertisements. (Figure 14)
2. 73.5% of parents agreed that their children believe the messages delivered by television advertisements and 75% parents feel that their children are influenced by the advertisements or characters played role in the advertisements. (Figure 14)
3. 82.6% parents agreed that their children request them to buy products that they have seen in TV advertisements and 69.7% parents responded that if there child has the opportunity to select a product their children prefer the products seen in TV advertisements. (Figure 14)
4. 56.8% of parents feel that TV advertisements affect their children's food habits. (Figure 14)

5. 81.8% of parents agreed that their children imitate what they have seen or heard in TV advertisements. (Figure 14)

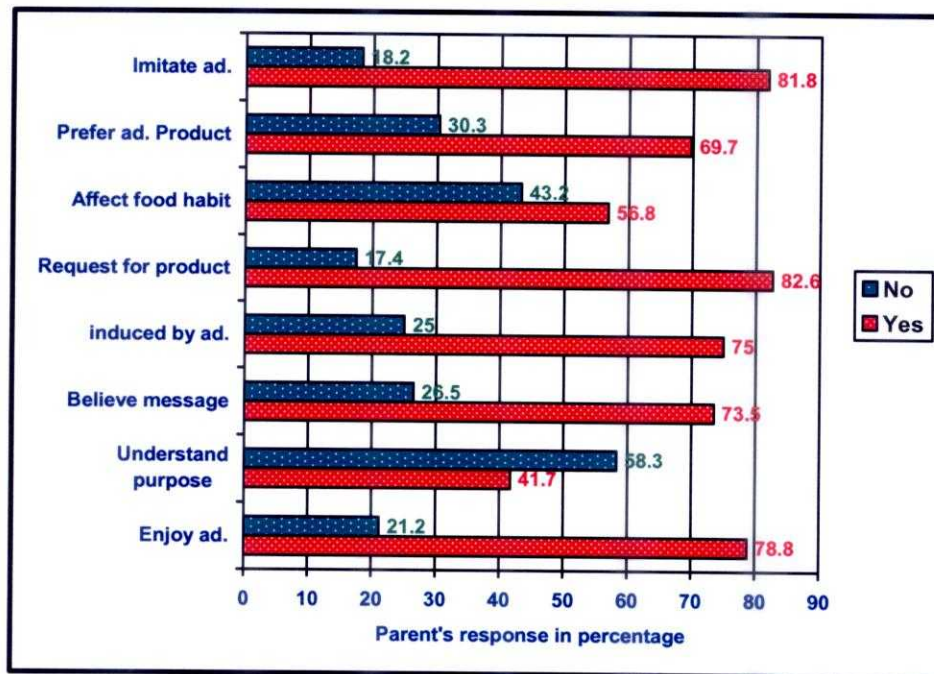


Figure 14: Parent's responses towards children's exposure to TV advertisement

6. 50.8% of parents of children aged 5 and 6 years think that their children watch television more for than two hours per day, whereas only 14.4% parents think that their children watch TV for less than one hour per day. The rest (34.8%) think that their children watch TV for 1-2 hours per day.

7. 39.4% of parents explain advertisement for their children on the other hand 33.3% did not do anything. (Figure 15)

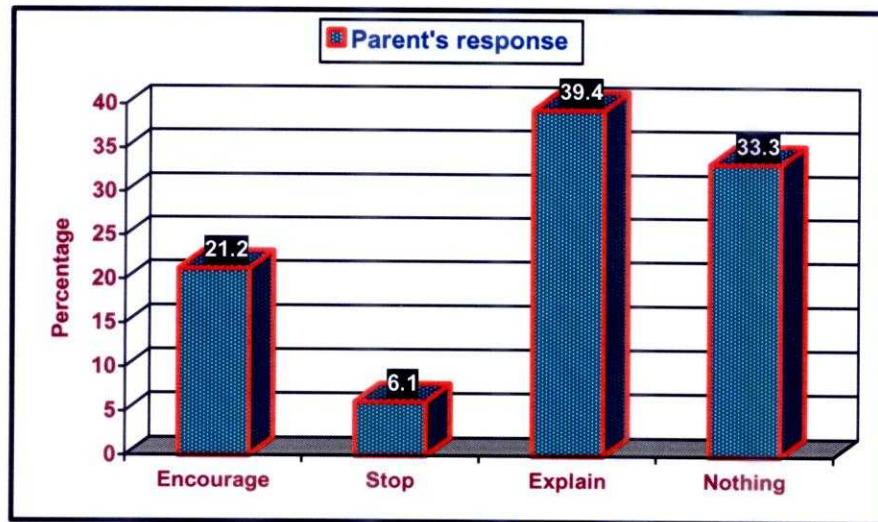


Figure 15: Parent's reactions towards children's TV advertisement viewing

8. Though 64.4% of parents responded that overall TV advertisements have effects on their children, 86.4% of parents believe that the Government should regulate TV advertisement.

9. Parent's responses towards their children's exposure to TV advertisements are almost independent of respondent's age, education and gender.

Table 5: Association of responses on 5-6 year old children's exposure to television advertisement with respondent's age through Chi square independence test, at 0.05 significance level.

Response on	Chi statistics	df	p value	Cramer value
Enjoyment	2.198	3	0.532	0.129
Intention	1.613	3	0.657	0.111
Believability	5.327	3	0.149	0.201
Inducement	5.962	3	0.113	0.213
Reflection	3.106	3	0.376	0.153
Food habit	9.506	3	0.023	0.268
Prefer ability	1.053	3	0.788	0.084
Imitation	7.827	3	0.05	0.244
Overall effect	11.022	3	0.012	0.29
Regulation	3.571	3	0.312	0.164

Table 5 shows that the responses that relate to overall effects of TV advertisement on children have a moderate relationship ($p \text{ value} < 0.05$) with the respondent's age. The degree of association is 0.29 (Cramer value).

Table 6: Association of responses on 5-6 years children's exposure to television advertisement with respondent's gender through Chi square independence test, at 0.05 significance level.

Response on	Chi statistics	df	p value	Phi value
Enjoyment	3.105	1	0.078	0.153
Intention	0.523	1	0.47	0.063
Believability	3.743	1	0.053	0.168
Inducement	5.07	1	0.024	0.196
Reflection	1.507	1	0.22	0.107
Food habit	0.831	1	0.362	0.079
Prefer ability	0.154	1	0.695	0.034
Imitation	0.155	1	0.694	0.034
Overall effect	5.082	1	0.024	0.197
Regulation	1.337	1	0.248	0.101

Table 6 shows that only the responses related to influence and overall effects of TV advertisement on children has an association (p value < 0.05) with respondent's gender which is very weak as the degree of association is 0.196 & 0.197 (Phi value) respectively.

Table 7: Association of responses on 5-6 years children's exposure to television advertisement with respondent's education through Chi square independence test, at 0.05 significance level.

Response on	Chi statistics	df	p value	Cramer value
Enjoyment	8.277	3	0.04	0.25
Intention	2.309	3	0.511	0.132
Believability	2.322	3	0.508	0.133
Inducement	5.156	3	0.161	0.198
Reflection	2.693	3	0.441	0.143
Food habit	2.516	3	0.472	0.138
Prefer ability	2.056	3	0.561	0.125
Imitation	0.842	3	0.839	0.08
Overall effect	11.993	3	0.007	0.303
Regulation	3.685	3	0.298	0.167

Association of responses on enjoyment and over all effect of TV advertisement (p value < 0.05) on children with respondent's education is prominent. The degree of association is 0.25 and 0.303 (Cramer value) respectively.

14 Discussion

Children's exposure to TV advertisements

Findings show that the probability of children's exposure to TV advertisement in Bangladesh equates to an average of 9 minutes per hour during weekdays and 14 minutes per hour on weekend. In the USA, the average exposure is 10 minutes per hour (Kunkel, 2001, TV free America), which is low compared to Bangladesh however the TV viewing time of children in the USA averages four hours per day. Bangladeshi parent interviews also revealed that around half (50.8%) believe that their children watch TV more than two hours per day, which provides an indication that children's exposure to TV advertisements in Bangladesh is comparatively high.

It is important to note that this study only considered exposure to Bangladeshi TV channels, yet according to the Bangladesh media and Demographic Survey in 2008, approximately 42% of televisions have cable and satellite connection. Therefore the duration and variety of exposure of TV advertisements to children would be even more complex and higher than the study findings. Additional reasons and potential scope of higher exposure probability could be due to the nominated timeslot selected in this study. Exposure to advertisements was calculated by viewing TV from 5 to 7pm, which is not the peak time⁷ for TV channels as stated in the BMDS 2008. Commercial agencies aim to reach vast audiences with their products through TV broadcasts targeted at the public during peak viewing times. . So the situation arises that there is a higher proportion of TV advertisement during the peak time, which is substantially higher compared to the selected study time of 5-7pm.

As there is no concept of 'children's hours' for any television channels in Bangladesh⁸, the TV viewing pattern of children is irregular which may create more probability to exposure of TV advertisements to children. Another dimension that increases children's exposure to TV advertisements is viewing TV with their parents. As TV is the fastest growing entertainment media in the world, adult's first choice for

⁷ Peak time for watching TV is 8 to 9 PM in all days and 3-5 PM in weekly holidays.(BMDS, 2008)

⁸ Findings from collected information which was discussed in the methodology chapter

entertainment is often TV and their children frequently accompany them. Though the program or content of the program is generally targeted at adults, the content of the advertisements is common throughout TV viewing session that increases the child's exposure.

The only information available to indicate an overall reduction to advertising exposure is inaccessibility to TV. Approximately 68% of the urban population has access to TV with the figure lower in rural area (56%) (BMDS, 2008). Therefore a large number of children are still out of regular exposure to TV or TV advertisements.

Children's exposure to TV advertisement: comparison between channels

The findings also show that the exposure times widely vary from channel to channel (From 0.6% to 45.62%). Probable exposure is comparatively lowest in BTV, which may be an obvious assumption as the channel is run by the State. Moreover there are some regulatory restrictions about advertisement that are only applicable to BTV. On the other hand, there is a wide range of variety and exposure time for different private channels, which is a reflection that no regulatory framework or direction exists for advertisements screened on for private channels. Within a two hour timeslot between 44 to 111 advertisements may be seen during an off peak time which is relatively high compared to other developed countries like the USA.

Children's exposure to TV advertisements: weekday versus weekends

The recorded difference between weekdays and weekend is also intuitive as the audience numbers are higher during weekend so the number of advertisements broadcast increases as a result. A limitation in the BTV weekday data was that during one of the data collection days the Parliamentary session was broadcast and regular BTV programs were postponed. For the sake of the study, data from BTV was collected on the same day but during a different week which gave a very low percentage (0.6%) of probable exposure to TV advertisements and reduces the overall average exposure.

Children's exposure to TV advertisement: the role of TV promotional

The TV promotional (snap shots of programs broadcasted in TV channels that channel will be aired in future) is not included in the above discussion, which is also one type of advertisement but not directly promoting any product. The time allocated

for TV promotional is significant (up to 21% of total time) which raises the percentage of probable exposure from 21.19 to 34 and 32 to 37.7 during weekday and weekend respectively.

Exposure of children to different types of advertisement

An interesting finding regarding exposure of children to different types of TV advertisements is, more than half (51.8%) of the total advertisement time is filled with advertisements directed at adults and has no relation to children in terms of content, visual aesthetics and purpose. As the study was done considering children's most preferred TV watching time, it was expected that advertisement towards children would be the highest. Yet, this expectation was not fulfilled because of the mismatching of a 'children's television hour' concept. According to collected data, there was no concept of a children's hour among any of the TV channels sampled. The children's program time appeared to be set as a consideration for the sponsor's preference, commercial viability and usually the children's programs were shown in times considered off-peak time for children's viewing as defined by this study. In this study, children's most preferred TV watching time was defined based on parent's response which did not match with TV channels, as mentioned above. In Bangladesh, there is no system or study providing this information, so producers are not aware about children's preference. Therefore this is not surprising that a high number of advertisement targeting adults that were found during children's preferred viewing time.

Advertisement using children takes a significant percentage of time (28%) from the total time dedicated to advertising, this is an important consideration because the producers are not addressing children but using them to attract or connect with adult audiences. Children's view or perspective as a part of the advertisement, or as the audience, or their role and reflections are not explored in this study, yet this data may give a new dimension to the level of effect and is valid as a further research topic.

The percentage of advertisements promoting food items was found to only take up 20% of the total time observed in this study, which is much higher in other countries, such as Turkey which is more than 50%. This is a result of the channels are not considering 5-7pm as children's preferred TV watching time. Most of the advertisements for food items are directed towards children so marketing companies

prefer to broadcast that category of advertisements during the times children watch TV. Due to the apparent mismatching discussed above, the percentage of advertisement promoting food items was found to be low in this study. However, the significant finding was that more than 90% of the advertisements aimed, directly or indirectly, towards children were promoting food items.

Food advertisement directed towards children through TV is now a global concern. A wealth of research has already been undertaken on the effects of those advertisements on children's health, as most of the food items are 'junk food' and regarded as unhealthy for children. The World Health Organization released a strategy and promoted it on an international scale to regulate or ban food advertisement as it has direct impact on children's health. Many countries like Sweden, Denmark, and Malaysia ban food advertisement or regulate it strongly. The findings in a Bangladesh context are consistent with trends identified elsewhere, that a substantial percentage of advertisements that are directed towards children promote food items. As there is a mismatch between parent's view and broadcaster's view on children's hour, the percentage of advertisement directly addressing children is found comparatively low (11.2%).

Areas of effect: an expert's view

The results for the study in Component 2 provide expert's view of potential effects of advertisements on children. As 5 and 6 year old children can differentiate between programs and advertisements but cannot understand the purpose, they cannot enjoy the piece of work defensively. On the other hand advertisements have all the elements that can attract children as they are short in length, colorful, quick paced, music based, and repetitive. So whenever children watch advertisements, they can readily pick up the concept, language, idea, attitude, and behavior that are matched with their understanding. More over repetition is good and desirable for children so they keep enjoying advertisement and adapt different ideas and concepts from those that specifically affect their behavior.

Socio-cultural areas of effect

From expert's response on socio-cultural areas of effect, it has been found that the majority of advertisements have social class bias and half are gender biased. According to developmental milestones, at the age of 5 and 6, children start to realize

the difference between boys and girls and they can identify the differences between social levels with their own judgment. Just at this developmental stage, the exposure to those types of advertisements can give them the idea that the bias portrayed are simple concepts, acceptable and obvious, and that they can reflect these ideas in their behavior while playing or interacting with others.

As this study is exploring and identifying the areas of effect, only the general implications of exposure are discussed here. The implication may be more complex based on the content and presentation of the advertisement. It is also understood that advertisements can affect a child's lifestyle, morals, ethics and values. This can be a two-tail effect as there is also scope to have a positive effect. Children at 5 and 6 years of age are at a very critical formative time for these socio-cultural areas, as children at this age have the ability to recognize stereotypes and culturally unfair or biased behavior. To compare the percentage of advertisements that effect socio-cultural areas between advertisements directed towards children and advertisements directed towards adults, two different analyses were undertaken. An extremely interesting conclusion that the analysis revealed was the percentage of potential effects is almost same for both the types. This means advertisements directed towards adults also have the same potential to effect socio-cultural areas of a child's development as advertisements directed specifically towards children.

Cognitive areas of effect

The potential effects of all types of TV advertisement on cognitive areas of children are considerably higher compared to other areas. Considering the level of language comprehension of 5 and 6 year old children, they will generally be unable to understand around half of the advertisement's language, which may cause an adverse effect on their language development. The other potential effect on language might be the use of words, patterns, and pronunciation etc. The misleading characteristics of advertisements can completely change a child's thinking process and hence affects all areas of development.

The intensity of the effect depends on the way in which the advertisement misleads the child and in what areas children are using the information, it may have a long-term effect on a child's mind. Similarly the effect on logic and reasoning is also critical and the consequences on children are diverse and complex. At the age 5 and 6 years, logic and reasoning process grows quickly, which children use to link their

inner world of thoughts and feelings with the outside physical world. As a result they will gradually start to connect with reality and come in from a world of fantasy and imagination to more realistic thinking. Negative effects on this area can interrupt this gradual process. However, by promoting logic and positives messages, advertisements can play a facilitative role to develop reasoning skills of children.

In the findings on cognitive areas of effect (above), it was prominent that the advertisements prompt and challenge children to think, create curiosity and introduce new concepts to children; however this information is not sufficient to judge the impact of them on children's development. Whether the advertisement is positively promoting those concepts by considering a child's age and level of thinking, or not, is the critical factor here. As the children of this particular age cannot understand the purpose of advertisement, yet they can easily pick up the concepts, therefore if presented positively the child can at least build on those ideas and proceed further. Most of the children who are 5 and 6 years old love to face a challenge and they are very curious about many subjects and are always ready to explore. This information is very important for the producers of advertisements because these are the potential areas upon which an advertisement can be based that will assist the promotion of their products as well as support children to develop in a challenging way with new concepts and ideas. But it should also be remembered that the curiosity of children moves in an individual way and with their own pace. Children may take an inappropriate issue or concept to develop further if it is presented, repeatedly, through advertisement. So judgment is critical in this area and that screening guidelines and industry regulations are necessary to ensure the quality and appropriateness of advertisement.

Health and behavior related areas of effect

The effects of advertisements on health and behavior related areas are considerably higher for advertisement towards children. These are the areas that are easily visible and the intensity of the effect can also be observed. Almost all of the advertisements aimed at children have the potential to effect children's food habits, health, attitude and behavior according to the expert's responses. This is a very important finding to consider as the exposure to advertisement and coverage is continuously increasing and there are many studies that clearly identify the adverse effect of advertisement on children. A large number of countries have taken measure

to regulate advertisement based on the known effects in these areas. The potential of adverse effects on children is comparatively higher through these types of advertisements as all of the areas of effect can be seen. Provoking or prompting the child to act in a certain way is another characteristic of advertisement which is also seen almost all of the recorded advertisements directed towards children. A child's cognitive level is not matured enough at this particular age to properly judge what is morally right or wrong. Moreover the characteristics of gift, materials, or special offers to attract children can also be a potential threat to children and parents.

It should also be mentioned here that the objective of the analyses of advertisement by experts was only to identify the areas of effects. Further qualitative and content analysis study is required to isolate the effects and degree to which the effects will give more insight to make a decision.

Parents' perceptions

To explore TV advertisements from different perspective, along with probable exposure and expert's response, the parent's reflection on the topic was also considered. In the study section, Component 3, the responses of parents towards their children's exposure to TV advertisements provided steady and supportive findings that generally matched with the expert's response, which indicates the reliability of the results. Research shows that advertisements attract children for its unique characteristics; this was also supported by the parents as most of the parents agreed that their children enjoyed TV advertisements. Though they use different models and have slightly varied opinions, most of the researchers confirm that before the age 8 years, children cannot understand the intention of advertisement, but a large number of parents (42%) think that their children understand the purpose of advertisement. As the response is based on their perception and practical experiences, it is notable that most of the parents are in line with the previous research findings which reinforce these findings.

The perception of parents on believability and influence by advertisements is also in line with previous research. An understanding of children's developmental level at 5 and 6 years old also supports that it is not possible for children to enjoy advertisement defensively and hence they are influenced by it. Parents also support the persuasive nature of advertisement as most of them agreed that their children request them to buy products they have seen in TV advertisements. Though in the

expert's response it was found that almost all of the advertisements have effect on children's food habit and a series of researches have also proved it but the parents did not support it as strongly. The main reasons for this type of response from parents could be the existing practice of watching television as a distraction while feeding their children. It is most likely in this situation, they are not considering the food items that are promoted by the advertisement but thinking about the support of TV and advertisements while feeding their children. In this regard, it seems that it is possible that the data did not capture the actual view of parents on this issue.

Effects of television advertisements on children's imitative behaviors

Imitation is another area that children enjoy a lot at the age of 5 and 6 years. It is very natural and spontaneous and the harm of imitation is commonly invisible to adults due to its 'cuteness'. Even some dangerous and threatening behavior imitation is prompted by the parents, mistakenly, to see the 'cute' response of their child. As the intention of producers of advertisement is to promote their product in any way, they will tend to target the weakness of the audience to stimulate an emotional response to buy their products. So the activity, language or concept of imitation is important in this respect, as there is no screening guideline or regulation for advertisements, the potential threat of misguiding a child through imitation is comparatively higher.

Association between respondent's demographic characteristics and responses

Another important finding regarding parent's responses towards their children's exposure to TV advertisement is, there was no relationship between the respondent age, gender or education. Therefore, irrespective of age, gender and education, all parents responded in the same way that emphasizes the reliability of the data as well as the importance of the issue to all parents. In one or two variables, a small association with age, gender or education can found but the degree of association is not significant. The analysis was done by using SPSS through Chi square independence test and the significance level was 0.05.

TV viewing time of children and the role of parents

Further information provided by parents further elucidated the issue of negative influences from exposure to advertising. More than half of the parents responded that the average exposure of children to TV is more than two hours a day.

A worldwide average exposure of children to TV is approximately the same but the major issue in Bangladesh is the lack of mechanisms to control or regulate for advertisements in Bangladesh. Responses on detailing the parent's role while their children watch advertisement unusual as most of the parents' claimed that they explain advertisements to their children. This is not an expected response from parents. It is assumed that the parents interpreted this question as; they would always explain the concept of an advertisement if asked by their child, however not in the sense of constantly, voluntarily explaining concepts as originally intended by the questionnaire. Another dissatisfactory area of parent's response was that was no matching of findings to an overall effect of advertisements on children and a desire to impose regulations. Though most of the parents agreed that there should be a regulatory framework to control the screening of advertisement, not all of them are in consensus on the overall impact of advertisement on children. So in between, there is a group while they want to regulate advertisement but do not agree that TV advertisement has any effect on children, which is not a logical argument. This response is most likely due to a lack of understanding about the real, tangible effects that advertising can have on children.

Implications of study findings

The implications of the results are diverse and critical considering the lack of preparedness of the general public for excessive media consumption and over accessibility with tens of channels and access to 24 hour viewing. Based on a large number of researches which confirm the effects of TV on children, American Academy of Pediatrics (AAP) recommends no more than two hours TV viewing per day for children up to two years old. Considering the vulnerability of children to the influence of advertising, particularly under the age of six, there is a huge effort world wide attempting to reduce the exposure of TV advertisement on children. Many countries have already taken drastic measures to save their children from the adverse effect of TV advertisement. Again further studies are being undertaken to identify the diversity and intensity of the effects and appropriate measures. Yet, in this global context, just the opposite seems to be occurring in Bangladesh.

New national and international TV channels are appearing without any regulatory framework and the probability of exposure is increasing rapidly. There is no quality improvement initiative of the TV programs and advertisements at the

producer's level (academic institute, research, professionalism etc) or at the audience level (media literacy, awareness, etc.). There are also no screening or monitoring mechanisms, guidelines or regulations, and the quality of the content is becoming low and as such the probability of the negative effect is increasing. Responses also indicate that the effect is well recognized by the experts and parents. However there is a lack of awareness among the general public, academicians, experts, government, and other related institutes about the level of effect of TV advertisement on children and the most appropriate strategies to deal with the issue. Media experts and lawmakers recently discussed the issue of impact of advertisement but the purpose of those discussions is to create balance between programs and advertisements on the TV. A child's perspective is not considered here at all. So there is a clear policy implication of this study to invoke regulations to monitor the situation as well as monitoring the system as a whole so that advertisement content is not broadcast without scrutiny.

The findings can also be shared to advocate for regulation as well as raise awareness amongst the different sectors involved. This study gives a very preliminary overview about the situation that has multiple dimensions and variety that has implication for further research. Moreover, the results show an implication and need at the family level to regulate TV viewing patterns.

It should also be noted that a large number of areas of effect were found through this study that seem to be positive but can also have negative effects based on the content and presentation. The important realization from these findings is there is scope to use advertisement in a positive way that can support children's development at particular age. So the policy implication is not only to ban or regulate negative advertisement but also supporting efforts to use advertisements that support producers to promote their products as well as supporting children's development. It is, of course, difficult to predict if this ideal situation could however awareness of this issue has now been raised, thus highlighting another side of the argument previously unknown.

It should also be considered that regulation, guideline, monitoring, etc., is not only the way to handle the whole situation. To prepare recipients to view media content defensively they require education to assist them, however this is only part of the consideration. The issue should be addressed through a framework which will capture all positive points and also all negative consequences of making active

changes to the adverting industry in Bangladesh and make a balance effort so that the whole effort is supported to move forward.

15 Recommendations

Recommendations for further thought and exploration are outlined below.

1. In depth study considering all probable exposure can be done to calculate the exposure of children to television including all national international channels.
2. The effect and impact of TV advertisement on children can be explored using standard scale with a larger representative sample.
3. Preliminary monitoring or screening mechanism with a specific standard guideline can be introduced and a policy framework can be developed to monitor and regulate television advertisements. Additional studies in also required in this area.
4. Initiative can be taken to address the issue of the effects of the exposure to advertising by educating audiences to the concept of defensive viewing by introducing media awareness, media literacy, critical thinking so that individuals can be proactive about issue.
5. The approval process of establishing new TV channels should be reviewed and a regular children's hour can be introduced to the TV schedule (with appropriate content and reducing advertising) based on research.
6. Initiative can be taken to develop media literacy for children.
7. A dialogue could be initiated with corporate house and private TV channels on this issue based on corporate social responsibility (CSR).
8. Existing roles, regulations and circulars on television advertisements and programs should be reviewed and updated based on a comprehensive regulatory framework.
9. Initiatives can be undertaken to advocate for change and ensure coordination among all relevant stakeholders to address these issues.

16 Conclusions

This was an inaugural exploratory study on children's exposure to television advertisement in Bangladesh. The results of this study give a reflection on the probable exposure, potential areas of the effects of advertising, and parent's perception on children's exposure to television advertisement. It was realized through this study that children's probable exposure to TV and TV advertisement is all most same compared to other developed countries but the regulatory and monitoring system as well as awareness level is all most non-existent in Bangladesh.

Even though parents and experts recognize that there are effects caused to children due to this exposure, the implication of such effects is not yet fully understood. There is no desire or initiative to even begin to explore this area although there is a lot of innovative and advanced ways children receive exposure to advertising and on a continuously, daily basis. This is a global issue and an area of growing concern with many countries around the world taking action to address the effect of advertising on children. Bangladesh should take appropriate steps to address the issues related to media, television and advertisement considering its effect on children of all age ranges. In this context, this study can be used as a baseline document for further insight, debate and policy development to introduce advertising regulations and industry standards.

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Duration and time for children's program in a week

Name of Television Channel: NTV

Day	Total duration	Time
Sunday	1 hour	6.20 – 7.25
Monday	30 minutes	11.30 – 12.00
	30 minutes	17.30 – 18.00
	1 hour 20 minutes	21.00 – 22.20
Tuesday	1 hour	6.20 – 7.25
Wednesday		
Thursday		
Friday	1 hour	6.20 – 7.25
	30 minutes	17.30 – 18.00
	30 minutes	3.30 – 4.00
Saturday	1 hour 20 minutes	13.05 – 14.25
	1 hour 10 minutes	2.20 – 3.30

Name of Television Channel: Channel i

Day	Total duration	Time
Sunday	30 minutes	18.20 – 18.50
Monday		
Tuesday	30 minutes	18.20 – 18.50
Wednesday	30 minutes	19.50 – 20.20
Thursday		
Friday		
Saturday		

Name of Television Channel: BTV

Day	Total duration	Time
Sunday	25 minutes	15.05 – 15.30
Monday	25 minutes	14.15 – 14.40
	25 minutes	15.05 – 15.30
Tuesday	50 minutes	14.40 – 15.30
	25 minutes	17.05 – 17.30
Wednesday	25 minutes	15.05 – 15.30
	25 minutes	17.05 – 17.30
Thursday	50 minutes	15.05 – 15.55
	25 minutes	17.05 – 17.30
Friday	15 minutes	07.45 – 8.00
	25 minutes	9.05 – 9.30
	30 minutes	09.35 – 10.05
	25 minutes	10.05 – 10.30
Saturday	25 minutes	10.05 – 10.30
	30 minutes	14.15 – 14.45

Day	Total duration	Time
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday	30 minutes 45 minutes	16.30 – 17.00 17.15 – 18.00
Friday	30 minutes	14.00 – 14.30
Saturday		

Name of Television Channel: Banglavisión

Day	Total duration	Time
Sunday		
Monday		
Tuesday	30 minutes	18.20 – 18.50
Wednesday	30 minutes	12.30 – 13.00
Thursday		
Friday	30 minutes	09.00 – 09.30
Saturday		

Name of Television Channel: ETV

Day	Total duration	Time
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday	30 minutes	17.45 – 18.15
Friday	1 hour 30 minutes 40 minutes	2.30 – 3.30 17.45 – 18.15 19.50 – 20.30
Saturday	30 minutes 30 minutes	11.30 – 12.00 12.30 – 13.00

Name of Television Channel: ATN Bangla

Day	Total duration	Time
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	35 minutes	18.20 – 18.55
Saturday		

Information collected from recorded video

Channel: ATN Bangla: Date 12.01.2010

Start Time	End Time	Program	Description	Duration		Advertisement addressing					
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:00:00	17:10:33	Prog.	News		0:10:33						
17:10:33	17:10:48	Ad.	Basundhara T 20	0:00:15							0:00:15
17:10:48	17:11:35	Promo	Cinema			0:00:47					
17:11:35	17:12:21	Promo	Drama			0:00:46					
17:12:21	17:13:02	Promo	Serial			0:00:41					
17:13:02	17:13:43	Promo	Serial			0:00:41					
17:13:43	17:14:29	Promo	Serial			0:00:46					
17:14:29	17:24:29	Prog.	Documentary		0:10:00						
17:24:29	17:24:44	Ad.	Basundhara T 20	0:00:15							0:00:15
17:24:44	17:25:30	Promo	Serial			0:00:46					
17:25:30	17:26:11	Promo	Serial			0:00:41					
17:26:11	17:26:52	Promo	Serial			0:00:41					
17:26:52	17:27:38	Promo	Serial			0:00:46					
17:27:38	17:28:14	Promo	Cinema			0:00:36					
17:28:14	17:52:21	Prog.	Documentary		0:24:07						
17:52:21	17:52:31	Promo	ATN			0:00:10					
17:52:31	17:52:41	Ad.	Fresh milk	0:00:10				0:00:10			
17:52:41	17:53:06	Ad.	ATN TV	0:00:25							
17:53:06	17:53:36	Ad.	Farm fresh milk	0:00:30			0:00:30			0:00:30	0:00:25
17:53:36	17:53:51	Ad.	Tibbet snow	0:00:15							0:00:15
17:53:51	17:54:51	Ad.	ATN fridge	0:01:00						0:01:00	
17:54:51	17:55:01	Ad.	Fresh milk	0:00:10				0:00:10			
17:55:01	17:55:41	Ad.	BBC Janala	0:00:40							0:00:40
17:55:41	17:56:01	Ad.	Sandalina soap	0:00:20							0:00:20
17:56:01	17:56:31	Ad.	Bombay Chanachur	0:00:30					0:00:30	0:00:30	
17:56:31	17:57:11	Ad.	Jago film	0:00:40							0:00:40
17:57:11	17:57:21	Ad.	Fresh milk	0:00:10				0:00:10			
17:57:21	17:57:51	Ad.	City cell	0:00:30							0:00:30
17:57:51	17:58:31	Ad.	Kaler kontho	0:00:40							0:00:40
17:58:31	17:59:11	Ad.	Bashundhara group	0:00:40						0:00:40	
Sub Total				0:07:10	0:44:40	0:07:21	0:00:30	0:00:30	0:01:30	0:02:40	0:04:00

Information collected from recorded video

Channel: ATN Bangla: Date 12.01.2010

Start Time	End Time	Program	Description	Duration		Advertisement addressing					
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:59:11	18:11:45	Prog.	News		0:12:34						
18:11:45	18:13:00	Ad.	Appeal	0:01:15							0:01:15
18:13:00	18:14:00	Ad.	Chashi taroka	0:01:00						0:01:00	
18:14:00	18:14:15	Ad.	Bashundhara T 20	0:00:15							0:00:15
18:14:15	18:14:45	Ad.	Rang	0:00:30						0:00:30	
18:14:45	18:15:35	Promo	Cinema			0:00:50					
18:15:35	18:16:40	Promo	Dance star			0:01:05					
18:16:40	18:17:20	Promo	Serial			0:00:40					
18:17:20	18:17:50	Promo	Take care			0:00:30					
18:17:50	18:36:05	Prog.	Talk show	0:18:15							
18:36:05	18:36:11	Promo	ATN			0:00:06					
18:36:11	18:37:02	Promo	Chashi taroka			0:00:51					
18:37:02	18:37:53	Promo	Serial			0:00:51					
18:37:53	18:38:44	Promo	Talk show			0:00:51					
18:38:44	18:39:20	Promo	Cinema			0:00:36					
18:39:20	18:40:26	Promo	Cinema			0:01:06					
18:40:26	18:40:41	Ad.	Bashundhara T 20	0:00:15							0:00:15
18:40:41	18:41:01	Ad.	Tibet soap	0:00:20							0:00:20
18:41:01	18:41:11	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
18:41:11	18:41:51	Ad.	Jamuna Bashundhara	0:00:40							0:00:40
18:41:51	18:42:01	Ad.	Teer oil	0:00:10							0:00:10
18:42:01	18:42:31	Ad.	Clean master	0:00:30							0:00:30
18:42:31	18:43:01	Ad.	Kaler kontho	0:00:30							0:00:30
18:43:01	18:43:11	Ad.	Fresh milk	0:00:10							0:00:10
18:43:11	18:43:26	Ad.	Ditergent powder	0:00:15				0:00:10	0:00:10		
18:43:26	18:43:46	Ad.	Keya soap	0:00:20							0:00:20
18:43:46	18:43:53	Ad.	Sugar	0:00:07							0:00:07
18:43:53	18:44:03	Ad.	Fresh milk	0:00:10							
18:44:03	18:44:43	Ad.	Dekko group	0:00:40				0:00:10	0:00:10		
18:44:43	18:45:03	Ad.	ATN Music	0:00:20						0:00:40	
Sub Total				0:07:37	0:30:49	0:07:26		0:00:30	0:00:30	0:02:10	0:04:57

Information collected from recorded video

Channel: ATN Bangla: Date 12.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing					
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults	
18:45:03	18:46:03	Ad.	ATN fridge	0:01:00								
18:46:03	18:46:13	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10	0:00:10		
18:46:13	18:46:43	Ad.	City cell	0:00:30								
18:46:43	18:47:28	Ad.	Jamuna Bashundhara	0:00:45								0:00:30
18:47:28	18:47:38	Ad.	Tibet soap	0:00:10								0:00:45
18:47:38	18:47:48	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10	0:00:10		0:00:10
18:47:48	18:48:18	Ad.	Bombey chanachur	0:00:30						0:00:30	0:00:30	
18:48:18	18:48:38	Ad.	Keya soap	0:00:20								0:00:20
18:48:38	18:48:53	Ad.	Harpic	0:00:15								0:00:15
18:48:53	18:49:03	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10	0:00:10		0:00:15
18:49:03	18:50:03	Ad.	Banglalink	0:01:00								0:00:20
18:50:03	18:50:48	Ad.	Jamuna Bashundhara	0:00:45								0:00:15
18:50:48	18:51:18	Ad.	City cell	0:00:30								0:00:30
18:51:18	18:51:53	Ad.	Dekko group	0:00:35								0:01:00
18:51:53	18:52:23	Ad.	Kaler kontho	0:00:30								0:00:45
18:52:23	18:52:48	Ad.	Raja biscuit	0:00:25				0:00:25	0:00:25	0:00:25		0:00:30
18:52:48	18:53:08	Ad.	TCL TV	0:00:20							0:00:35	0:00:30
18:53:08	18:53:53	Ad.	BBC Janala	0:00:45								0:00:20
18:53:53	18:54:03	Ad.	ACI oil	0:00:10								0:00:45
18:54:03	18:54:33	Ad.	Pran choko choko	0:00:30				0:00:30		0:00:30	0:00:30	0:00:10
18:54:33	18:54:53	Ad.	Canca TV	0:00:20								0:00:20
18:54:53	18:55:13	Ad.	Hair color	0:00:20								0:00:20
18:55:13	18:55:43	Ad.	Pran plastic	0:00:30						0:00:30	0:00:30	0:00:20
18:55:43	18:56:13	Ad.	Britania properties	0:00:30								0:00:45
18:56:13	18:56:33	Ad.	Pran bubble	0:00:20				0:00:20		0:00:20	0:00:20	0:00:10
18:56:33	18:56:43	Ad.	BDDL	0:00:10								0:00:15
18:56:43	18:57:28	Ad.	Bashundhara group	0:00:45								0:00:20
18:57:28	18:57:43	Ad.	BDDL	0:00:15							0:00:45	0:00:15
18:57:43	18:58:03	Ad.	Mama weaver	0:00:20								0:00:20
18:58:03	18:58:48	Ad.	Radhuni masla	0:00:45				0:00:20	0:00:20	0:00:20		0:00:45
18:58:48	19:00:00	Prog.	News	0:01:12								0:00:45
Sub Total				0:13:45	0:01:12		0:01:10	0:00:55	0:02:35	0:04:30	0:08:20	
Total				0:28:32	1:16:41	0:14:47	0:01:40	0:01:55	0:04:35	0:09:20	0:17:17	

Information collected from recorded video

Channel: Channel i: Date 12.01.2010

Start Time	End Time	Program	Description	Ad.	Duration prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:48:38	17:49:11	Ad.	Radhuni oil	0:00:33							0:00:33
17:49:11	17:49:20	Ad.	Fresh milk	0:00:09				0:00:09	0:00:09		
17:49:20	17:49:42	Ad.	jhal chanachur	0:00:22				0:00:22	0:00:22		
17:49:42	17:50:17	Ad.	Vesline	0:00:35						0:00:35	
17:50:17	17:51:00	Ad.	Jamuna Bashundhara city	0:00:43							0:00:43
17:51:00	17:51:10	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
17:51:10	17:51:25	Promo	Channel i			0:00:15					
17:51:25	18:03:41	Prog	Business show		0:12:16						
18:03:41	18:04:30	Ad.	Banglalink	0:00:49							0:00:49
18:04:30	18:05:00	Ad.	Meril olive oil	0:00:30							0:00:30
18:05:00	18:05:15	Promo	Channel i			0:00:15					
18:05:15	18:09:43	Prog	Citycell Music award		0:04:28						
18:09:43	18:10:24	Ad.	Bashundhara	0:00:41						0:00:41	
18:10:24	18:10:54	Ad.	Citycell	0:00:30							0:00:30
18:10:54	18:11:14	Ad.	Radhuni masla	0:00:20							0:00:20
18:11:14	18:11:24	Ad.	Fresh milk	0:00:10			0:00:40	0:00:10	0:00:10		
18:11:24	18:12:04	Ad.	Pran choco choco	0:00:40					0:00:40	0:00:40	
18:12:04	18:12:35	Ad.	Jhal chanachur	0:00:31					0:00:31		
18:12:35	18:13:31	Ad.	Banglalink	0:00:56							0:00:56
18:13:31	18:14:15	Ad.	Teigaon high school	0:00:44						0:00:44	
18:14:15	18:15:12	Promo	Serial			0:00:57					
18:15:12	18:16:17	Promo	Serial			0:01:05					
18:16:17	18:16:57	Ad.	Bashundhara group	0:00:40						0:00:40	
18:16:57	18:17:29	Ad.	Pran milk candy	0:00:32			0:00:32		0:00:32	0:00:32	
18:17:29	18:17:58	Ad.	Taza tea	0:00:29							0:00:29
18:17:58	18:18:09	Ad.	Fresh milk	0:00:11				0:00:11	0:00:11		
18:18:09	18:18:40	Ad.	Pran milk candy	0:00:31			0:00:31		0:00:31	0:00:31	
18:18:40	18:19:19	Ad.	Bashundhara group	0:00:39						0:00:39	
18:19:19	18:19:30	Ad.	Fresh milk	0:00:11				0:00:11	0:00:11		
18:19:30	18:19:50	Ad.	Gazi sink	0:00:20							0:00:20
Sub Total				0:11:56	0:16:44	0:02:32	0:01:43	0:01:13	0:03:27	0:05:02	0:05:10

Information collected from recorded video

Channel: Channel I : Date 12.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:19:50	18:20:05	Promo	Channel i			0:00:15					
18:20:05	18:20:38	Ad.	Pran ice pop	0:00:33			0:00:33		0:00:33	0:00:33	
18:20:38	18:20:50	Ad.	Meril lip gel	0:00:12						0:00:12	
18:20:50	18:21:20	Ad.	Pran junior juice	0:00:30			0:00:30		0:00:30	0:00:30	
18:21:20	18:24:30	Prog	Robin hood		0:03:10						
18:24:30	18:25:10	Ad.	Meril baby lotion	0:00:40				0:00:40		0:00:40	
18:25:10	18:25:40	Ad.	Pran bubble gum	0:00:30			0:00:30		0:00:30	0:00:30	
18:25:40	18:26:20	Ad.	Meril vesline	0:00:40						0:00:40	
18:26:20	18:26:50	Ad.	Pran ice pop	0:00:30			0:00:30		0:00:30	0:00:30	
18:26:50	18:27:21	Ad.	Jhal chanachur	0:00:31					0:00:31		
18:27:21	18:27:51	Ad.	Pran junior juice	0:00:30			0:00:30		0:00:30	0:00:30	
18:27:51	18:29:28	prog	Robin hood		0:01:37						
18:29:28	18:30:28	Ad.	BCCP	0:01:00							0:01:00
18:30:28	18:30:59	Ad.	Pran milk candy	0:00:31			0:00:31		0:00:31	0:00:31	
18:30:59	18:31:09	Ad.	Alibaba door	0:00:10							0:00:10
18:31:09	18:31:40	Ad.	Doctor milk candy	0:00:31			0:00:31		0:00:31	0:00:31	
18:31:40	18:31:50	Ad.	Alibaba door	0:00:10							0:00:10
18:31:50	18:32:30	Ad.	Pran choco choco	0:00:40			0:00:40		0:00:40	0:00:40	
18:32:30	18:36:20	Prog	Robin hood		0:03:50						
18:36:20	18:36:40	Ad.	Keya beauty soap	0:00:20							0:00:20
18:36:40	18:37:12	Ad.	City cell	0:00:32							0:00:32
18:37:12	18:37:51	Ad.	Jamuna bashandhura	0:00:39							0:00:39
18:37:51	18:38:18	Ad.	Everyday toothpest	0:00:27							0:00:27
18:38:18	18:38:42	Ad.	Potato crackers	0:00:24			0:00:24		0:00:24	0:00:24	
18:38:42	18:39:29	Ad.	Datchbangla bank	0:00:47							0:00:47
18:39:29	18:40:03	Ad.	Pran milk candy	0:00:34			0:00:34		0:00:34	0:00:34	
18:40:03	18:40:26	Ad.	Meril baby lotion	0:00:23				0:00:23		0:00:23	
18:40:26	18:41:03	Ad.	Bashundhara group	0:00:37						0:00:37	
18:41:03	18:41:24	Ad.	keya vesline	0:00:21						0:00:21	
18:41:24	18:41:35	Ad.	Fresh milk	0:00:11				0:00:11	0:00:11		
18:41:35	18:42:12	Ad.	Banglalink	0:00:37							0:00:37
			Sub Total	0:13:30	0:08:37	0:00:15	0:05:13	0:01:14	0:05:55	0:08:06	0:04:42

Information collected from recorded video

Channel: Channel i: Date 12.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:42:12	18:42:44	Ad.	Sunsilk	0:00:32							0:00:32
18:42:44	18:43:14	Ad.	Citycell	0:00:30							0:00:30
18:43:14	18:43:43	Ad.	Mama weaver	0:00:29			0:00:29		0:00:29	0:00:29	
18:43:43	18:43:54	Ad.	Fresh milk	0:00:11				0:00:11	0:00:11		
18:43:54	18:44:14	Ad.	Keya beauty soap	0:00:20							0:00:20
18:44:14	18:44:45	Promo	Lux superstar			0:00:31					
18:44:45	18:45:42	Ad.	Banglalink	0:00:57							0:00:57
18:45:42	18:46:04	Ad.	Potato crackers	0:00:22			0:00:22		0:00:22	0:00:22	
18:46:04	18:46:34	Ad.	Mama weaver	0:00:30			0:00:30		0:00:30	0:00:30	
18:46:34	18:47:02	Ad.	Citycell	0:00:28							0:00:28
18:47:02	18:47:24	Ad.	Keya lip gel	0:00:22						0:00:22	
18:47:24	18:48:04	Ad.	Bashundhara group	0:00:40						0:00:40	
18:48:04	18:48:13	Ad.	Fresh milk	0:00:09				0:00:09	0:00:09		
18:48:13	18:48:44	Promo	Channel i			0:00:31					
18:48:44	18:49:25	Ad.	Kaler kontho	0:00:41							0:00:41
18:49:25	18:49:45	Ad.	Potato crackers	0:00:20			0:00:20		0:00:20	0:00:20	
18:49:45	18:50:15	Ad.	Barger	0:00:30						0:00:30	
18:50:15	18:51:05	Ad.	Datchbangla bank	0:00:50							0:00:50
18:51:05	18:51:46	Ad.	BBC janala	0:00:41							0:00:41
18:51:46	18:52:26	Ad.	Bashundhara group	0:00:40						0:00:40	
18:52:26	18:52:42	Ad.	BRAC health	0:00:16							0:00:16
18:52:42	18:53:09	Ad.	Citycell	0:00:27							0:00:27
18:53:09	18:53:35	Ad.	Cosmos biscuit	0:00:26					0:00:26		
18:53:35	18:53:53	Ad.	Keya lip gel	0:00:18							0:00:18
18:53:53	18:54:25	Ad.	Potato crackers	0:00:32			0:00:32		0:00:32	0:00:32	
18:54:25	18:55:04	Ad.	Jamuna Bashundhara	0:00:39							0:00:39
18:55:04	18:56:24	Ad.	Grameen phone	0:01:20						0:01:20	
18:56:24	18:56:59	Promo	Channel I news			0:00:35					
Sub Total				0:13:10	0:00:00	0:01:37	0:02:13	0:00:20	0:02:59	0:05:45	0:06:39

Information collected from recorded video

Channel: Channel i: Date 12.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:56:59	18:57:18	Ad.	BDDL	0:00:19						0:00:19	
18:57:18	18:57:50	Ad.	Somokal	0:00:32							0:00:32
18:57:50	18:58:06	Ad.	Adoro shaver	0:00:16							0:00:16
18:58:06	18:58:13	Promo	Channel I news			0:00:07					
18:58:13	19:00:00	Program	News		0:01:47						
			Sub Total	0:01:07	0:01:47	0:00:07		0:00:00	0:00:00	0:00:19	0:00:48
			Total	0:47:28	1:01:05	0:11:27	0:09:09	0:03:47	0:12:57	0:20:06	0:23:34

Information collected from recorded video

Channel: NTV: Date 12.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:00:00	17:00:10	Ad.	pran tomato catch up	0:00:10					0:00:10		
17:00:10	17:00:45	Ad.	Citycell	0:00:35							0:00:35
17:00:45	17:00:59	Promo	NTV			0:00:14					
17:00:59	17:01:45	Promo	NTV			0:00:46					
17:01:45	17:14:55	Prog	News		0:13:10						
17:14:55	17:15:17	Ad.	Dove soap	0:00:22							0:00:22
17:15:17	17:16:07	Ad.	Pran chatni	0:00:50					0:00:50	0:00:50	
17:16:07	17:16:37	Ad.	Ponds	0:00:30						0:00:30	
17:16:37	17:17:07	Ad.	Jump kades	0:00:30						0:00:30	
17:17:07	17:17:37	Ad.	Close up	0:00:30							0:00:30
17:17:37	17:18:16	Ad.	Somokal	0:00:39							0:00:39
17:18:16	17:18:46	Ad.	Ponds	0:00:30						0:00:30	
17:18:46	17:19:10	Ad.	Melamine	0:00:24							0:00:24
17:19:10	17:19:39	Ad.	Lipton taza tea	0:00:29							0:00:29
17:19:39	17:20:09	Ad.	Close up	0:00:30							0:00:30
17:20:09	17:28:05	Prog	News		0:07:56						
17:28:05	17:28:25	Promo	Schedule			0:00:20					
17:28:25	17:28:45	Ad.	S A games	0:00:20							0:00:20
17:28:45	17:29:12	Promo	Health daily			0:00:27					
17:29:12	17:29:51	Promo	Gallery			0:00:39					
17:29:51	17:30:36	Promo	Tifiner fake			0:00:45					
17:30:36	17:31:25	Promo	Islam			0:00:49					
17:31:25	17:32:05	Promo	Crime watch			0:00:40					
17:32:05	17:33:05	Ad.	Banglalink	0:01:00							0:01:00
17:33:05	17:33:14	Ad.	Tibet snow	0:00:09							0:00:09
17:33:14	17:33:54	Ad.	Bashundhara gr	0:00:40						0:00:40	
17:33:54	17:34:10	Ad.	Nasir glass	0:00:16						0:00:16	
17:34:10	17:34:20	Ad.	Meril lip gel	0:00:10						0:00:10	
17:34:20	17:34:40	Promo	NTV								
17:34:40	17:45:44	Prog	Apnar jiggasha		0:11:04						
			Sub Total	0:08:34	0:32:10	0:05:00	0:00:00	0:00:00	0:01:00	0:03:26	0:04:58

Information collected from recorded video

Channel: NTV: Date 12.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:45:44	17:46:12	Promo	Islam			0:00:28					
17:46:12	17:46:37	Porm	Alokat			0:00:25					
17:46:37	17:47:05	Ad.	Grameen phone	0:00:28						0:00:28	
17:47:05	17:47:36	Ad.	Kaler kontho	0:00:31							0:00:31
17:47:36	17:47:47	Ad.	Tibet vesline	0:00:11						0:00:11	
17:47:47	17:48:16	Ad.	Jump kades	0:00:29						0:00:29	
17:48:16	17:48:37	Ad.	Melamine	0:00:21							0:00:21
17:48:37	18:00:14	Prog	Apnar jiggasha		0:11:37						
18:00:14	18:00:26	Promo	NTV			0:00:12					
18:00:26	18:00:57	Promo	Talk show			0:00:31					
18:00:57	18:01:21	Promo	Madur vhul goli			0:00:24					
18:01:21	18:02:31	Promo	Serial			0:01:10					
18:02:31	18:03:11	Promo	Siddika kobirs reciepe			0:00:40					
18:03:11	18:04:16	Promo	Serial			0:01:05					
18:04:16	18:05:20	Promo	Serial			0:01:04					
18:05:20	18:05:58	Promo	Lux glamor world			0:00:38					
18:05:58	18:06:24	Promo	Kisu kotha kisu gan			0:00:26					
18:06:24	18:07:15	Promo	The challenge			0:00:51					
18:07:15	18:07:55	Promo	Easyder show			0:00:40					
18:07:55	18:08:26	Promo	Pran ranna ghor			0:00:31					
18:08:26	18:09:27	Promo	Drama			0:01:01					
18:09:27	18:10:34	Promo	Serial			0:01:07					
18:10:34	18:11:40	Promo	Serial			0:01:06					
18:11:40	18:12:21	Promo	Serial			0:00:41					
18:12:21	18:13:02	Promo	Music show			0:00:41					
18:13:02	18:13:45	Promo	Somporko			0:00:43					
18:13:45	18:14:25	Ad.	Bashundhara group	0:00:40						0:00:40	
18:14:25	18:14:45	Ad.	Nescafe	0:00:20							0:00:20
18:14:45	18:15:06	Ad.	Melamine	0:00:21							0:00:21
18:15:06	18:15:16	Ad.	Tibet vesline	0:00:10						0:00:10	
			Sub Total	0:03:31	0:11:37	0:14:24	0:00:00	0:00:00	0:00:00	0:01:58	0:01:33

Channel: NTV: Date 12.01.2010

Information collected from recorded video

Start Time	End Time	Program	Description	Duration			Advertisement addressing					
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults	
18:15:16	18:15:46	Ad.	Nasig glass	0:00:30							0:00:30	
18:15:46	18:16:25	Ad.	Jump kades	0:00:39							0:00:39	
18:16:25	18:16:56	Ad.	Tin	0:00:31								0:00:31
18:16:56	18:17:10	Ad.	Tibet ditergent	0:00:14							0:00:14	
18:17:10	18:17:26	Ad.	Nescafe	0:00:16								0:00:16
18:17:26	18:18:05	Ad.	Bashundhara group	0:00:39							0:00:39	
18:18:05	18:18:26	Promo	NTV			0:00:21						
18:18:26	18:37:12	Prog	Shuvo shandha		0:18:46							
18:37:12	18:37:25	Promo	NTV			0:00:13						
18:37:25	18:37:47	Promo	Apnar jiggasha			0:00:22						
18:37:47	18:38:33	Promo	Telefilm			0:00:46						
18:38:33	18:39:11	promo	Music show			0:00:38						
18:39:11	18:39:43	promo	Amaro gaite			0:00:32						
18:39:43	18:40:13	Promo	Rup madhuri			0:00:30						
18:40:13	18:40:45	Promo	Songskriti			0:00:32						
18:40:45	18:41:26	Promo	Ainer chokhe			0:00:41						
18:41:26	18:42:05	Promo	Serial			0:00:39						
18:42:05	18:42:35	Promo	Washington barta			0:00:30						
18:42:35	18:42:59	Promo	Phonolive			0:00:24						
18:42:59	18:43:17	Ad.	Nescafe	0:00:18								0:00:18
18:43:17	18:43:42	Ad.	Barger	0:00:25							0:00:25	
18:43:42	18:44:14	Ad.	Bashundhara group	0:00:32							0:00:32	
18:44:14	18:44:58	Ad.	Banglalink	0:00:44								0:00:44
18:44:58	18:45:18	Ad.	Nescafe	0:00:20								0:00:20
18:45:18	18:45:29	Ad.	Tibet vesline	0:00:11							0:00:11	
18:45:29	18:46:01	Ad.	Nasig glass	0:00:32							0:00:32	
18:46:01	18:46:22	Ad.	Melamine	0:00:21								0:00:21
18:46:22	18:46:36	Ad.	Nasig glass	0:00:14								0:00:14
18:46:36	18:46:55	Ad.	Sandalina	0:00:19								0:00:19
18:46:55	18:48:17	Ad.	grameen phone	0:01:22							0:01:22	
18:48:17	18:48:37	Promo	NTV			0:00:20						
18:48:37	19:00:00	Prog	Frankly speaking		0:11:23							
Sub Total				0:08:07	0:30:09	0:06:28	0:00:00	0:00:00	0:00:00	0:05:04	0:03:03	
Total				0:20:12	1:13:56	0:25:52	0:00:00	0:00:00	0:01:00	0:10:28	0:09:34	

Information collected from recorded video

Channel: Channel 1 : Date 12.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:00:00	17:04:35	Prog.	News		0:04:35						
17:04:35	17:04:39	Promo	Channel 1			0:00:04					
17:04:39	17:05:39	Ad.	Banglalink	0:01:00							0:01:00
17:05:39	17:06:08	Ad.	Fair and lovely	0:00:29							0:00:29
17:06:08	17:06:38	Ad.	Vaseline lotion	0:00:30							0:00:30
17:06:38	17:07:08	Ad.	Ponds	0:00:30						0:00:30	
17:07:08	17:07:14	Promo	Channel 1			0:00:06					
17:07:14	17:09:47	Prog.	News		0:02:33						
17:09:47	17:09:59	Promo	Poddorag			0:00:12					
17:09:59	17:10:24	Ad.	Itsy bitsy cake	0:00:25			0:00:25		0:00:25	0:00:25	
17:10:24	17:11:04	Ad.	Black horse	0:00:40							0:00:40
17:11:04	17:11:14	Ad.	Bengal plastic	0:00:10							0:00:10
17:11:14	17:11:29	Ad.	Maxton TV	0:00:15							0:00:15
17:11:29	17:11:59	Ad.	Tibet soap	0:00:30							0:00:30
17:11:59	17:12:05	Promo	Channel 1			0:00:06					
17:12:05	17:12:35	Promo	Channel 1			0:00:30					
17:12:35	17:20:28	Prog	Poddorag		0:07:53						
17:20:28	17:20:48	Ad.	Uro lemon	0:00:20					0:00:20		0:00:20
17:20:48	17:21:28	Ad.	Premier cement	0:00:40						0:00:40	
17:21:28	17:21:48	Ad.	Cosmos biscuit	0:00:20					0:00:20		
17:21:48	17:22:18	Ad.	Britol biscuit	0:00:30					0:00:30		
17:22:18	17:22:28	Ad.	Tibet detergent	0:00:10						0:00:10	
17:22:28	17:22:38	Ad.	Pure oil	0:00:10							0:00:10
17:22:38	17:23:08	Ad.	Ponds	0:00:30						0:00:30	
17:23:08	17:23:13	Promo	Channel 1			0:00:05					
17:23:13	17:33:03	Prog.	Poddorag		0:09:50						
17:33:03	17:34:19	Promo	Drama			0:01:16					
17:34:19	17:35:40	Promo	Drama			0:01:21					
17:35:40	17:40:20	Prog	Music video		0:04:40						
17:40:20	17:40:50	Promo	Cine tune			0:00:30					
Sub Total				0:07:09	0:29:31	0:04:10	0:00:25	0:00:00	0:01:35	0:02:15	0:04:04

Channel: Channel 1 : Date 15.01.2010

[illegible]

Information collected from recorded video

Channel: Channel 1 : Date 12.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:10:15	18:11:15	Promo	Teen age show			0:01:00					
18:11:15	18:12:15	Promo	Serial			0:01:00					
18:12:15	18:13:15	Ad.	Banglalink	0:01:00							0:01:00
18:13:15	18:13:55	Ad.	Bashundhara	0:00:40						0:00:40	
18:13:55	18:14:05	Ad.	Bengal group	0:00:10							0:00:10
18:14:05	18:14:35	Ad.	Warid	0:00:30							0:00:30
18:14:35	18:15:05	Ad.	Ruchi dal vaja	0:00:30					0:00:30		
18:15:05	18:15:25	Ad.	Warid	0:00:20							0:00:20
18:15:25	18:15:55	Ad.	Kaler kontho	0:00:30							0:00:30
18:15:55	18:16:25	Ad.	Warid	0:00:30							0:00:30
18:16:25	18:17:05	Ad.	Chashi sar	0:00:40							
18:17:05	18:17:15	Ad.	Bengal group	0:00:10							0:00:10
18:17:15	18:25:22	Program	Sajbela		0:08:07						
18:25:22	18:25:32	Program	Top news		0:00:10						
18:25:32	18:25:52	Ad.	Potato crackers	0:00:20			0:00:20		0:00:20	0:00:20	
18:25:52	18:26:12	Ad.	Babar eva shoe	0:00:20							0:00:20
18:26:12	18:26:22	Ad.	Bengal plastic	0:00:10							0:00:10
18:26:22	18:26:42	Ad.	Veet	0:00:20							0:00:20
18:26:42	18:26:52	Ad.	Pure oil	0:00:10							0:00:10
18:26:52	18:27:12	Ad.	Warid	0:00:20							0:00:20
18:27:12	18:27:32	Ad.	Power bond	0:00:20							0:00:20
18:27:32	18:28:12	Ad.	Somokal	0:00:40							0:00:40
18:28:12	18:28:32	Ad.	Ruchi chatni	0:00:20					0:00:20		
18:28:32	18:28:37	Promo	Channel 1			0:00:05					
18:28:37	18:35:07	Program	Top News		0:06:30						
18:35:07	18:36:32	Ad.	Grameen phone	0:01:25							0:01:25
18:36:32	18:36:48	Ad.	Tibet beauty soap	0:00:16							0:00:16
18:36:48	18:37:18	Ad.	Warid	0:00:30							0:00:30
18:37:18	18:38:09	Ad.	Pran chatni	0:00:51					0:00:51		
18:38:09	18:38:29	Ad.	Radhuni gura masla	0:00:20							0:00:20
18:38:29	18:39:00	Ad.	Pran dal vaja	0:00:31					0:00:31		
Sub Total			0:11:53	0:14:47	0:02:05	0:00:20	0:00:00	0:02:32	0:01:40	0:08:01	

Channel: Channel 1 : Date 12.01.2010

Category	Sub-category	Value	Unit
Sub Total		0:08:56	0:06:30
		0:05:34	
Total		0:33:48	1:00:41
		0:25:31	
Sub Total		0:08:56	0:06:30
		0:05:34	
Total		0:33:48	1:00:41
		0:25:31	
Sub Total		0:08:56	0:06:30
		0:05:34	
Total		0:33:48	1:00:41
		0:25:31	

Information collected from recorded video

Channel: ATN Bangla: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:00:00	17:07:10	Prog.	News		0:07:10						
17:07:10	17:07:29	Promo	ATN			0:00:19					
17:07:29	17:27:35	Prog.	Cinema		0:20:06						
17:27:35	17:27:45	Ad.	Parasuit	0:00:10							0:00:10
17:27:45	17:28:15	Ad.	Dove soap	0:00:30							0:00:30
17:28:15	17:28:45	Ad.	RFL PVC	0:00:30							0:00:30
17:28:45	17:28:55	Ad.	Taj Plastic	0:00:10							0:00:10
17:28:55	17:29:25	Ad.	Horlicks	0:00:30			0:00:30		0:00:30	0:00:30	
17:29:25	17:30:05	Ad.	Fair & Lovely	0:00:40							0:00:40
17:30:05	17:30:45	Ad.	Wheel soap	0:00:40							0:00:40
17:30:45	17:31:15	Ad.	Sunsilk	0:00:30							0:00:30
17:31:15	17:31:25	Ad.	olive oil	0:00:10							0:00:10
17:31:25	17:31:35	Ad.	Maltova	0:00:10			0:00:10		0:00:10	0:00:10	
17:31:35	17:32:05	Ad.	Lux	0:00:30							0:00:30
17:32:05	17:32:35	Ad.	Warid	0:00:30						0:00:30	
17:32:35	17:32:45	Ad.	Parasuit	0:00:10							0:00:10
17:32:45	17:33:25	Ad.	Pepsodent	0:00:40			0:00:40			0:00:40	
17:33:25	17:33:45	Ad.	RFL jag	0:00:20						0:00:20	
17:33:45	17:34:25	Ad.	Pepsodent	0:00:40			0:00:40			0:00:40	
17:34:25	17:34:55	Ad.	Ponds cream	0:00:30							0:00:30
17:34:55	17:35:15	Ad.	Fair & Lovely	0:00:20							0:00:20
17:35:15	17:35:45	Ad.	Warid	0:00:30							0:00:30
17:35:45	17:36:10	Ad.	Savlon soap	0:00:25				0:00:25		0:00:25	
17:36:10	17:36:40	Ad.	Close up	0:00:30							0:00:30
17:36:40	17:55:50	Prog.	Cinema		0:19:10						
17:55:50	17:56:00	Promo	ATN			0:00:10					
17:56:00	17:56:20	Ad.	Nescafe	0:00:20							0:00:20
17:56:20	17:57:00	Ad.	Kaler kontho	0:00:40						0:00:40	
17:57:00	17:57:10	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
17:57:10	17:57:40	Ad.	ATN TV	0:00:30							0:00:30
Sub Total				0:10:45	0:46:26	0:00:29	0:02:00	0:00:35	0:00:50	0:03:55	0:06:40

Information collected from recorded video

Channel: ATN Bangla: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing			
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children adults
17:57:40	17:58:10	Ad.	Farm fresh milk	0:00:30			0:00:30		0:00:30	0:00:10
17:58:10	17:58:20	Ad.	Tibet snow	0:00:10						
17:58:20	17:59:50	Promo	News			0:01:30				
17:59:50	18:09:00	Prog.	News		0:09:10					
18:09:00	18:09:10	Promo	News			0:00:10				
18:09:10	18:09:20	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10	
18:09:20	18:10:00	Ad.	Kaler kontho	0:00:40						0:00:20
18:10:00	18:10:20	Ad.	Nescafe	0:00:20						0:00:20
18:10:20	18:10:40	Ad.	Sandalina	0:00:20						
18:10:40	18:11:10	Ad.	Jal chanachur	0:00:30					0:00:30	
18:11:10	18:11:20	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10	
18:11:20	18:11:50	Ad.	Citycell	0:00:30						0:00:30
18:11:50	18:12:35	Ad.	Dano	0:00:45			0:00:45		0:00:45	0:00:45
18:12:35	18:13:15	Ad.	Kaler kontho	0:00:40					0:00:40	
18:13:15	18:13:55	Ad.	Basundhara group	0:00:40						
18:13:55	18:14:12	Ad.	Nescafe	0:00:17						0:00:17
18:14:12	18:14:57	Ad.	Kaler kontho	0:00:45						0:00:45
18:14:57	18:15:17	Ad.	Tibet soap	0:00:20						0:00:20
18:15:17	18:15:27	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10	
18:15:27	18:15:57	Ad.	H&S shampoo	0:00:30						
18:15:57	18:16:37	Ad.	Jamuna Bashundhara	0:00:40						0:00:40
18:16:37	18:16:47	Ad.	Teer suji	0:00:10						0:00:10
18:16:47	18:17:17	Ad.	Clean master	0:00:30						0:00:30
18:17:17	18:17:37	Ad.	Nescafe	0:00:20						0:00:20
18:17:37	18:17:50	Promo	ATN			0:00:13				
18:17:50	18:18:04	Prog.	Declare		0:00:14					
18:18:04	18:18:24	Ad.	RC	0:00:20					0:00:20	
18:18:24	18:18:44	Ad.	Uper ten	0:00:20					0:00:20	
18:18:44	18:18:54	Ad.	Big boss	0:00:10						0:00:10
18:18:54	18:25:30	Prog.	Amra korbo joy		0:06:36					
Sub Total				0:09:57	0:16:00	0:01:53	0:01:15	0:00:30	0:02:55	0:05:00
										0:03:37

Information collected from recorded video

Channel: ATN Bangla: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:25:30	18:25:50	Ad.	RC	0:00:20			0:00:20		0:00:20	0:00:20	
18:25:50	18:26:10	Ad.	RC	0:00:20					0:00:20		
18:26:10	18:26:20	Ad.	Big boss	0:00:10							0:00:10
18:26:20	18:27:10	Ad.	Mackange biscuit	0:00:50					0:00:50		
18:27:10	18:27:30	Ad.	Danish mango	0:00:20			0:00:20		0:00:20	0:00:20	
18:27:30	18:33:16	Prog	Amra korbo joy		0:05:46						
18:33:16	18:33:36	Ad.	RC	0:00:20			0:00:20		0:00:20	0:00:20	
18:33:36	18:33:56	Ad.	Uper ten	0:00:20							0:00:20
18:33:56	18:34:06	Ad.	Big boss	0:00:10							0:00:10
18:34:06	18:34:56	Ad.	Mackange biscuit	0:00:50					0:00:50		
18:34:56	18:35:16	Ad.	Danish mango	0:00:20			0:00:20		0:00:20	0:00:20	
18:35:16	18:38:42	Prog.	Amra korbo joy		0:03:26						
18:38:42	18:38:52	promo	ATN			0:00:10					
18:38:52	18:39:22	Ad.	City cell	0:00:30							0:00:30
18:39:22	18:40:02	Ad.	Kaler kontho	0:00:40							0:00:40
18:40:02	18:40:22	Ad.	TCL TV	0:00:20						0:00:20	
18:40:22	18:40:42	Ad.	Pantene shampoo	0:00:20							0:00:20
18:40:42	18:40:52	Ad.	Tibet detergent	0:00:10						0:00:10	
18:40:52	18:41:12	Ad.	Keya soap	0:00:20							0:00:20
18:41:12	18:41:52	Ad.	Banglalink	0:00:40							0:00:40
18:41:52	18:42:22	Ad.	Oley cream	0:00:30							0:00:30
18:42:22	18:42:32	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
18:42:32	18:42:42	Ad.	teer oil	0:00:10						0:00:10	
18:42:42	18:43:22	Ad.	Kaler kontho	0:00:40						0:00:40	
18:43:22	18:43:42	Ad.	Raja biscuit	0:00:20					0:00:20		
18:43:42	18:44:02	Ad.	Nescafe	0:00:20							0:00:20
18:44:02	18:44:42	Ad.	Kaler kontho	0:00:40						0:00:40	
18:44:42	18:44:52	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
18:44:52	18:45:22	Ad.	City cell	0:00:30							0:00:30
18:45:22	18:46:07	Ad.	Jamuna Bashundhara	0:00:45							0:00:45
18:46:07	18:46:17	Ad.	Tibet 570	0:00:10						0:00:10	
Sub Total				0:11:25	0:09:12	0:00:10	0:01:20	0:00:20	0:04:00	0:03:30	0:05:15

Information collected from recorded video

Channel: ATN Bangla: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:46:17	18:46:32	Ad.	Gillete	0:00:15							0:00:15
18:46:32	18:47:02	Ad.	Bombey chanachur	0:00:30					0:00:30	0:00:30	
18:47:02	18:47:42	Ad.	Kaler kontho	0:00:40						0:00:40	
18:47:42	18:48:02	Ad.	Keya soap	0:00:20							0:00:20
18:48:02	18:48:22	Ad.	Nescafe	0:00:20							0:00:20
18:48:22	18:48:32	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
18:48:32	18:49:12	Ad.	Banglalink	0:00:40							0:00:40
18:49:12	18:49:52	Ad.	Jamuna Bashundhara	0:00:40							0:00:40
18:49:52	18:50:22	Ad.	City cell	0:00:30							0:00:30
18:50:22	18:50:42	Ad.	Raja biscuit	0:00:20					0:00:20		
18:50:42	18:51:27	Ad.	Kaler kontho	0:00:45						0:00:45	
18:51:27	18:51:47	Ad.	TCL TV	0:00:20						0:00:20	
18:51:47	18:51:53	promo	News			0:00:06					
18:51:53	18:52:33	Ad.	BBC Janala	0:00:40							0:00:40
18:52:33	18:53:03	Ad.	Anik battery	0:00:30							0:00:30
18:53:03	18:53:53	Ad.	Pran hazmi	0:00:50					0:00:50		
18:53:53	18:54:13	Ad.	Canca	0:00:20							0:00:20
18:54:13	18:54:23	Ad.	Pure oil	0:00:10							0:00:10
18:54:23	18:55:03	Ad.	Bashundhara group	0:00:40						0:00:40	
18:55:03	18:55:53	Ad.	Dano	0:00:50			0:00:50		0:00:50	0:00:50	
18:55:53	18:56:13	Ad.	Savlon soap	0:00:20						0:00:20	
18:56:13	18:56:38	Ad.	Britania properties	0:00:25							0:00:25
18:56:38	18:57:03	Ad.	Pran bubble gum	0:00:25			0:00:25		0:00:25	0:00:25	
18:57:03	18:57:18	Ad.	BDDL	0:00:15						0:00:15	
18:57:18	18:57:43	Ad.	Mama weaver	0:00:25			0:00:25		0:00:25	0:00:25	
18:57:43	18:57:53	Promo	News			0:00:10					
18:57:53	18:58:33	Ad.	Meril jelly	0:00:40							0:00:40
18:58:33	19:00:00	prog.	News		0:01:27						
			Sub Total	0:12:00	0:01:27	0:00:16	0:01:40	0:00:10	0:03:30	0:05:10	0:05:30
			Total	0:44:07	1:13:05	0:02:48	0:06:15	0:01:35	0:11:15	0:17:35	0:21:02

Information collected from recorded video

Channel: Channel I : Date 15.01.2010

Start Time	End Time	Program	Description	Duration		Advertisement addressing						
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults	
17:00:00	17:06:11	Prog.	News		0:06:11							
17:06:11	17:07:37	Promo	Mati O manush			0:01:26						
17:07:37	17:08:12	Promo	Channel i			0:00:35						
17:08:12	17:08:42	Ad.	MMC	0:00:30								0:00:30
17:08:42	17:09:22	Ad.	BBC Jnala	0:00:40								0:00:40
17:09:22	17:10:03	Ad.	Banglalink	0:00:41								0:00:41
17:10:03	17:10:43	Ad.	Tejgaon school	0:00:40						0:00:40		
17:10:43	17:11:13	Ad.	City cell	0:00:30								0:00:30
17:11:13	17:11:53	Ad.	Somokal	0:00:40								
17:11:53	17:12:23	Ad.	Grameen phone	0:00:30								0:00:30
17:12:23	17:12:38	Promo	Channel i			0:00:15						
17:12:38	17:22:25	Prog.	Krishni news		0:09:47							
17:22:25	17:22:54	Promo	Channel i			0:00:29						
17:22:54	17:24:18	Promo	Ganraj			0:01:24						
17:24:18	17:25:00	Promo	Lux superstar			0:00:42						
17:25:00	17:25:41	Promo	3rd person singular			0:00:41						
17:25:41	17:26:01	Ad.	Gazi sink	0:00:20								0:00:20
17:26:01	17:26:21	Ad.	Nescafe	0:00:20								0:00:20
17:26:21	17:26:31	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10			
17:26:31	17:26:52	Ad.	Meril baby lotion	0:00:21				0:00:21		0:00:21		
17:26:52	17:27:02	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10			
17:27:02	17:27:22	Ad.	Nescafe	0:00:20								0:00:20
17:27:22	17:27:32	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10			
17:27:32	17:27:42	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10			
17:27:42	17:28:02	Ad.	Nescafe	0:00:20								0:00:20
17:28:02	17:28:34	Promo	Channel i			0:00:32						
17:28:34	17:29:04	Ad.	Horlicks	0:00:30			0:00:30			0:00:30		
17:29:04	17:29:14	Ad.	All clear sampoo	0:00:10								0:00:10
17:29:14	17:29:44	Ad.	Jal chanachur	0:00:30						0:00:30		
17:29:44	17:30:15	Ad.	Anchor milk	0:00:31				0:00:31	0:00:31	0:00:31		
			Sub Total	0:08:13	0:15:58	0:06:04	0:00:30	0:01:32	0:02:11	0:02:02	0:05:01	

Information collected from recorded video

Channel: Channel I : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:30:15	17:30:45	Ad.	Close up	0:00:30							0:00:30
17:30:45	17:31:25	Ad.	Banglalink	0:00:40							0:00:40
17:31:25	17:31:36	Ad.	Parasuit	0:00:11							0:00:11
17:31:36	17:31:56	Ad.	Pran patato crackers	0:00:20			0:00:20		0:00:20	0:00:20	
17:31:56	17:32:28	Ad.	Ponds	0:00:32							0:00:32
17:32:28	17:48:18	Prog.	Surdaria-children		0:15:50						
17:48:18	17:48:48	Ad.	Horlicks	0:00:30			0:00:30		0:00:30	0:00:30	
17:48:48	17:49:18	Ad.	Fair & lovely	0:00:30							0:00:30
17:49:18	17:49:49	Ad.	Dove	0:00:31							0:00:31
17:49:49	17:50:09	Ad.	Diploma milk	0:00:20					0:00:20		
17:50:09	17:50:39	Ad.	Taza tea	0:00:30							0:00:30
17:50:39	17:51:09	Ad.	Jonshon baby lotion	0:00:30				0:00:30		0:00:30	
17:51:09	17:51:49	Ad.	Banglalink	0:00:40							0:00:40
17:51:49	17:52:09	Ad.	Fair & lovely	0:00:20							0:00:20
17:52:09	17:52:29	Ad.	Pran tomato ketchup	0:00:20							0:00:20
17:52:29	18:04:03	Prog	Surdaria-children		0:11:34						
18:04:03	18:04:33	Ad.	Horlicks	0:00:30			0:00:30		0:00:30	0:00:30	
18:04:33	18:04:53	Ad.	Fair & lovely	0:00:20							0:00:20
18:04:53	18:05:23	Ad.	Jonshon baby lotion	0:00:30				0:00:30		0:00:30	
18:05:23	18:05:53	Ad.	Sunsilk	0:00:30							0:00:30
18:05:53	18:06:24	Ad.	Anchor	0:00:31				0:00:31	0:00:31	0:00:31	
18:06:24	18:07:04	Ad.	Banglalink	0:00:40							0:00:40
18:07:04	18:07:35	Ad.	Lux superstar	0:00:31							0:00:31
18:07:35	18:07:45	Ad.	Parasuit	0:00:10							0:00:10
18:07:45	18:08:25	Ad.	Pepsodent	0:00:40						0:00:40	
18:08:25	18:08:35	Ad.	Parasuit	0:00:10			0:00:40				0:00:10
18:08:35	18:20:08	Prog	Surdaria-children		0:11:33						
18:20:08	18:20:38	Ad.	Horlicks	0:00:30			0:00:30		0:00:30	0:00:30	
18:20:38	18:21:08	Ad.	Ponds	0:00:30						0:00:30	
18:21:08	18:21:38	Ad.	Dove	0:00:30							0:00:30
			Sub Total	0:12:26	0:38:57	0:00:00	0:02:30	0:01:31	0:02:41	0:04:31	0:07:35

Information collected from recorded video

Channel: Channel I : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:21:38	18:21:59	Ad.	Diploma	0:00:21					0:00:21		
18:21:59	18:22:09	Ad.	Parasuit	0:00:10							0:00:10
18:22:09	18:22:30	Ad.	Mama weaver	0:00:21			0:00:21		0:00:21	0:00:21	
18:22:30	18:22:40	Ad.	Parasuit	0:00:10							0:00:10
18:22:40	18:37:01	Prog	Surdaria-children		0:14:21						
18:37:01	18:38:26	Promo	Ganraj			0:01:25					
18:38:26	18:38:57	Ad.	Fair & lovely	0:00:31							0:00:31
18:38:57	18:39:27	Ad.	Radhuni masla	0:00:30						0:00:30	
18:39:27	18:39:37	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
18:39:37	18:40:08	Ad.	City cell	0:00:31							0:00:31
18:40:08	18:40:22	Promo	Krishi news			0:00:14					
18:40:22	18:40:52	Ad.	Vaseline	0:00:30							0:00:30
18:40:52	18:41:12	Ad.	Nescafe	0:00:20							0:00:20
18:41:12	18:41:52	Ad.	Jamuna Bashundhara	0:00:40							0:00:40
18:41:52	18:42:02	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
18:42:02	18:42:43	Ad.	Banglalink	0:00:41							0:00:41
18:42:43	18:42:53	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
18:42:53	18:43:13	Ad.	Nescafe	0:00:20							0:00:20
18:43:13	18:43:43	Ad.	Meril olive oil	0:00:30							0:00:30
18:43:43	18:44:23	Ad.	Bashundhara	0:00:40						0:00:40	
18:44:23	18:44:54	Ad.	City cell	0:00:31							0:00:31
18:44:54	18:45:14	Ad.	Radhuni masla	0:00:20							0:00:20
18:45:14	18:45:24	Ad.	Fresh milk	0:00:10				0:00:10	0:00:10		
18:45:24	18:45:55	Promo	Channel i			0:00:31					
18:45:55	18:46:15	Ad.	Pran potato crackers	0:00:20			0:00:20		0:00:20	0:00:20	
18:46:15	18:47:06	Ad.	Datch bangla	0:00:51						0:00:51	
18:47:06	18:47:46	Ad.	BBC Janala	0:00:40							0:00:40
18:47:46	18:48:06	Ad.	Adolescent Health	0:00:20							0:00:20
18:48:06	18:49:03	Ad.	BRAC-Health	0:00:57						0:00:57	
18:49:03	18:49:33	Ad.	Barger	0:00:30						0:00:30	
18:49:33	18:50:03	Ad.	Kaler kontho	0:00:30							0:00:30
			Sub Total	0:11:54	0:14:21	0:02:10	0:00:41	0:00:40	0:01:42	0:04:09	0:06:44

Information collected from recorded video

Channel: Channel I : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:50:03	18:50:44	Ad.	Bashundhara group	0:00:41						0:00:41	
18:50:44	18:51:29	Ad.	Dano	0:00:45			0:00:45		0:00:45	0:00:45	
18:51:29	18:51:59	Ad.	City cell	0:00:30							0:00:30
18:51:59	18:52:20	Ad.	Cosmos biscuit	0:00:21					0:00:21		
18:52:20	18:52:40	Ad.	Keya soap	0:00:20							0:00:20
18:52:40	18:53:00	Ad.	Fresh mesta cream	0:00:20							0:00:20
18:53:00	18:53:30	Ad.	Bombay potato	0:00:30			0:00:30		0:00:30	0:00:30	
18:53:30	18:54:10	Ad.	Kaler kontho	0:00:40						0:00:40	
18:54:10	18:54:51	Ad.	Jamuna Bashundhara	0:00:41							0:00:41
18:54:51	18:56:11	Ad.	Grameen phone	0:01:20						0:01:20	
18:56:11	18:56:45	Promo	Channel i		0:00:34						
18:56:45	18:57:05	Ad.	BDDL	0:00:20						0:00:20	
18:57:05	18:57:45	Ad.	Somokal	0:00:40							0:00:40
18:57:45	18:57:55	Ad.	7 am blade	0:00:10							0:00:10
18:57:55	19:00:00	Prog	News		0:02:05						
			Sub Total	0:07:18	0:02:05	0:00:34	0:01:15	0:00:00	0:01:36	0:04:16	0:02:41
			Total	0:39:51	1:11:21	0:08:48	0:04:56	0:03:43	0:08:10	0:14:58	0:22:01

Information collected from recorded video

Channel: NTV: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:00:00	17:13:13	Prog.	News		0:13:13						
17:13:13	17:13:42	Ad.	Vesline	0:00:29							0:00:29
17:13:42	17:14:02	Ad.	Walton	0:00:20							0:00:20
17:14:02	17:14:31	Ad.	Dove	0:00:29							0:00:29
17:14:31	17:15:01	Ad.	Jump Kades	0:00:30							0:00:30
17:15:01	17:15:16	Ad.	Walton	0:00:15							0:00:15
17:15:16	17:15:36	Ad.	Melamine	0:00:20							0:00:20
17:15:36	17:16:05	Ad.	Fair & Lovely	0:00:29							0:00:29
17:16:05	17:16:45	Ad.	Somokal	0:00:40							0:00:40
17:16:45	17:17:15	Ad.	Lux	0:00:30							0:00:30
17:17:15	17:17:45	Ad.	Dove	0:00:30							0:00:30
17:17:45	17:18:15	Ad.	Lux	0:00:30							0:00:30
17:18:15	17:27:16	Prog	News and schedule		0:09:01						
17:27:16	17:27:56	Promo	Gallery			0:00:40					
17:27:56	17:28:36	Promo	Amar ranna			0:00:40					
17:28:36	17:28:51	Ad.	Nasir glass	0:00:15						0:00:15	
17:28:51	17:29:21	Ad.	Jump Kades	0:00:30							0:00:30
17:29:21	17:29:42	Ad.	Melamine	0:00:21							0:00:21
17:29:42	17:29:52	Ad.	Lip gell	0:00:10						0:00:10	
17:29:52	17:30:07	Ad.	Walton	0:00:15							0:00:15
17:30:07	17:30:47	Ad.	Banglalink	0:00:40							0:00:40
17:30:47	17:31:17	Ad.	Kaler kontho	0:00:30							0:00:30
17:31:17	17:31:47	Ad.	Walton	0:00:30							0:00:30
17:31:47	17:31:57	Ad.	Tibet snow	0:00:10							0:00:10
17:31:57	17:32:12	Ad.	Walton	0:00:15							0:00:15
17:32:12	17:32:22	Ad.	Lipgel	0:00:10						0:00:10	
17:32:22	17:32:42	Ad.	Walton	0:00:20							0:00:20
17:32:42	17:33:05	Promo	NTV			0:00:23					
17:33:05	17:33:45	Ad.	Pran juice	0:00:40			0:00:40			0:00:40	
17:33:45	17:34:05	Ad.	Pran cake	0:00:20			0:00:20			0:00:20	
Sub Total			0:10:08	0:22:14	0:01:43	0:01:00		0:01:00	0:01:00	0:01:35	0:08:33

Information collected from recorded video

Channel: NTV: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:34:05	17:34:25	Ad.	Pran crackers	0:00:20			0:00:20		0:00:20	0:00:20	
17:34:25	17:45:30	Prog.	Tifiner fake		0:11:05						
17:45:30	17:45:50	Ad.	Pran crackers	0:00:20			0:00:20		0:00:20	0:00:20	
17:45:50	17:46:30	Ad.	Pran Choko Choko	0:00:40			0:00:40		0:00:40	0:00:40	
17:46:30	17:47:00	Ad.	Pran Milk candy	0:00:30			0:00:30		0:00:30	0:00:30	
17:47:00	17:47:40	Ad.	Pran juice	0:00:40			0:00:40		0:00:40	0:00:40	
17:47:40	17:52:17	Prog	Tifiner fake		0:04:37						
17:52:17	17:52:57	Ad.	Pran juice	0:00:40			0:00:40		0:00:40	0:00:40	
17:52:57	17:53:27	Ad.	Pran milk kandy	0:00:30			0:00:30		0:00:30	0:00:30	
17:53:27	17:53:47	Ad.	Pran crackers	0:00:20			0:00:20		0:00:20	0:00:20	
17:53:47	17:54:07	Ad.	Pran bubble	0:00:20			0:00:20		0:00:20	0:00:20	
17:54:07	17:54:27	Ad.	Mama weaver	0:00:20			0:00:20		0:00:20	0:00:20	
17:54:27	17:54:48	Ad.	Pran jelly	0:00:21			0:00:21		0:00:21	0:00:21	
17:54:48	18:02:45	Prog	Tifiner fake		0:07:57						
18:02:45	18:03:10	Promo	Shastho protidin			0:00:25					
18:03:10	18:03:50	Promo	Ainer chokhe			0:00:40					
18:03:50	18:04:30	Promo	Rfrankly speaking			0:00:40					
18:04:30	18:04:55	Promo	Rup madhuri			0:00:25					
18:04:55	18:06:07	Promo	Serial			0:01:12					
18:06:07	18:06:52	Promo	Easyder show			0:00:45					
18:06:52	18:08:02	Promo	Serial			0:01:10					
18:08:02	18:08:33	Promo	Fashion show			0:00:31					
18:08:33	18:08:56	Promo	Music show			0:00:23					
18:08:56	18:09:01	Promo	NTV			0:00:05					
18:09:01	18:09:30	Ad.	City cell	0:00:29							0:00:29
18:09:30	18:09:51	Ad.	Melamine	0:00:21							0:00:21
18:09:51	18:10:01	Ad.	Merin petro jelly	0:00:10						0:00:10	
18:10:01	18:10:31	Ad.	Nasir glass	0:00:30							0:00:30
18:10:31	18:10:41	Ad.	lip gell	0:00:10							0:00:10
18:10:41	18:11:11	Ad.	jump kades	0:00:30							0:00:30
Sub Total				0:07:11	0:23:39	0:06:16	0:05:01	0:00:00	0:05:01	0:05:11	0:02:00

Information collected from recorded video

Channel: NTV: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:11:11	18:11:41	Ad.	Builtin color Tin	0:00:30							0:00:30
18:11:41	18:11:51	Ad.	Tibet ditergent	0:00:10						0:00:10	
18:11:51	18:12:32	Ad.	Bashundhara group	0:00:41						0:00:41	
18:12:32	18:13:17	Ad.	Dano	0:00:45			0:00:45			0:00:45	
18:13:17	18:13:47	Ad.	City cell	0:00:30							0:00:30
18:13:47	18:14:27	Ad.	Bashundhara group	0:00:40							0:00:40
18:14:27	18:14:57	Ad.	Grameen phone set	0:00:30							0:00:30
18:14:57	18:15:18	Promo	NTV			0:00:21					
18:15:18	18:32:50	Prog.	Shovo sandha		0:17:32						
18:32:50	18:33:02	Promo	NTV			0:00:12					
18:33:02	18:33:42	Promo	Gallery			0:00:40					
18:33:42	18:34:16	promo	Sanskriti ei soptaho			0:00:34					
18:34:16	18:34:42	promo	Joto modhur vhul guli			0:00:26					
18:34:42	18:35:18	Promo	Rupali porda			0:00:36					
18:35:18	18:36:38	Promo	Serial			0:01:20					
18:36:38	18:37:47	Promo	Drama			0:01:09					
18:37:47	18:38:27	Promo	Serial			0:00:40					
18:38:27	18:38:33	Promo	NTV			0:00:06					
18:38:33	18:39:13	Ad.	Bashundhara group	0:00:40						0:00:40	
18:39:13	18:39:43	Ad.	City cell	0:00:30							0:00:30
18:39:43	18:39:54	Ad.	Tibet jelly	0:00:11						0:00:11	
18:39:54	18:40:24	Ad.	Nasir glass	0:00:30							0:00:30
18:40:24	18:40:44	Ad.	BD Melamine	0:00:20							0:00:20
18:40:44	18:41:00	Ad.	Nasir glass	0:00:16						0:00:16	
18:41:00	18:41:20	Ad.	Sandalina soap	0:00:20							0:00:20
18:41:20	18:41:51	Ad.	City cell	0:00:31							0:00:31
18:41:51	18:42:31	Ad.	Kaler kontho	0:00:40							0:00:40
18:42:31	18:43:12	Ad.	Banglalink	0:00:41							0:00:41
18:43:12	18:43:51	Ad.	Bashundhara group	0:00:39							
18:43:51	18:44:42	Ad.	Djuice	0:00:51						0:00:39	
18:44:42	18:45:13	Ad.	Pran jal chanachur	0:00:31						0:00:31	
			Sub Total	0:10:26	0:17:32	0:06:04	0:00:45	0:00:00	0:01:16	0:03:22	0:06:33

Information collected from recorded video

Channel: NTV: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:45:13	18:45:35	Promo	NTV			0:00:22					
18:45:35	18:45:55	Ad.	Momtaj born cream	0:00:20							0:00:20
18:45:55	18:53:19	Prog.	Rup madhuri		0:07:24						
18:53:19	18:53:40	Ad.	Momtaj harbal cream	0:00:21							0:00:21
18:53:40	18:54:10	Ad.	Meril olive oil	0:00:30							0:00:30
18:54:10	18:54:40	Ad.	Laser clinic	0:00:30							0:00:30
18:54:40	18:54:50	Ad.	Momtaj mehedhi	0:00:10							0:00:10
18:54:50	18:55:10	Ad.	Momtaj born cream	0:00:20							0:00:20
18:55:10	18:55:31	Ad.	Meril lip gell	0:00:21							0:00:21
18:55:31	18:55:51	Ad.	Momtaj harbal cream	0:00:20							0:00:20
18:55:51	19:00:00	Prog.	Rup Madhuri		0:04:09						
			Sub Total	0:02:52	0:11:33	0:00:22		0:00:00	0:00:00	0:00:00	0:02:52
			Total	0:30:37	1:14:58	0:14:25	0:06:46	0:00:00	0:07:17	0:10:08	0:19:58

Information collected from recorded video

Channel: Channel 1 : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:00:00	17:05:30	Prog.	News		0:05:30						
17:05:30	17:06:10	Ad.	Banglalink	0:00:40							0:00:40
17:06:10	17:06:30	Ad.	Fair & Lovely	0:00:20							0:00:20
17:06:30	17:07:10	Ad.	Kaler kontho	0:00:40							0:00:40
17:07:10	17:07:40	Ad.	Vaseline	0:00:30							0:00:30
17:07:40	17:08:10	Ad.	Ponds cream	0:00:30							0:00:30
17:08:10	17:12:12	Prog	News		0:04:02						
17:12:12	17:12:42	Ad.	Itsy bitsy cake	0:00:30				0:00:30	0:00:30		
17:12:42	17:13:22	Ad.	Black horse	0:00:40							0:00:40
17:13:22	17:13:52	Ad.	Walton fridge	0:00:30							0:00:30
17:13:52	17:14:02	Ad.	Bengal plastic	0:00:10							0:00:10
17:14:02	17:14:32	Ad.	Tibet soap	0:00:30							0:00:30
17:14:32	17:15:05	Promo	Channel 1			0:00:33					
17:15:05	17:26:27	Prog	Weekly news		0:11:22						
17:26:27	17:26:47	Ad.	Uro lemon	0:00:20							0:00:20
17:26:47	17:27:07	Ad.	Diploma	0:00:20			0:00:20			0:00:20	
17:27:07	17:27:48	Ad.	Premier cement	0:00:41						0:00:41	
17:27:48	17:28:08	Ad.	Cosmos biscuit	0:00:20					0:00:20		
17:28:08	17:28:39	Ad.	Brittle biscuit	0:00:31					0:00:31		
17:28:39	17:28:49	Ad.	Tibet detergent	0:00:10						0:00:10	
17:28:49	17:29:09	Ad.	Diploma	0:00:20			0:00:20			0:00:20	
17:29:09	17:29:19	Ad.	Pure oil	0:00:10							0:00:10
17:29:19	17:29:34	Ad.	Gillete	0:00:15							0:00:15
17:29:34	17:30:04	Ad.	Ponds cream	0:00:30						0:00:30	
17:30:04	17:38:14	Prog.	Weekly news		0:08:10						
17:38:14	17:39:28	Promo	Show case			0:01:14					
17:39:28	17:40:06	Promo	Amar ghar			0:00:38					
17:40:06	17:41:02	Promo	Serial			0:00:56					
17:41:02	17:41:42	Promo	Talk show			0:00:40					
17:41:42	17:41:44	Promo	Sajbela			0:00:02					
			Sub Total	0:08:37	0:29:04	0:04:03	0:00:40	0:00:30	0:02:01	0:02:31	0:05:15

Information collected from recorded video

Channel: Channel 1: Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:41:44	17:42:04	Ad.	Ski lemon	0:00:20							0:00:20
17:42:04	17:45:35	Ad.	Pran	0:03:31						0:03:31	
17:45:35	17:45:55	Ad.	Kumarika oil	0:00:20							0:00:20
17:45:55	17:46:55	Ad.	Grameen Phone	0:01:00							0:01:00
17:46:55	17:47:05	Ad.	Bengal plastic	0:00:10							0:00:10
17:47:05	17:47:25	Ad.	Warid	0:00:20							0:00:20
17:47:25	17:47:55	Ad.	Alamin Biscuit	0:00:30					0:00:30	0:00:30	
17:47:55	17:48:15	Ad.	Prome tea	0:00:20							0:00:20
17:48:15	17:48:35	Ad.	RGG buildres	0:00:20							0:00:20
17:48:35	17:49:05	Ad.	Warid	0:00:30							0:00:30
17:49:05	17:49:35	Ad.	Pantene shampoo	0:00:30							0:00:30
17:49:35	17:50:15	Ad.	Dekko biscuit	0:00:40					0:00:40		
17:50:15	17:53:45	Ad.	Pran	0:03:30					0:03:30		
17:53:45	17:54:16	Ad.	Walton	0:00:31							0:00:31
17:54:16	17:54:36	Ad.	Warid	0:00:20							0:00:20
17:54:36	17:54:56	Ad.	Ski lemon	0:00:20							0:00:20
17:54:56	17:55:16	Ad.	Diploma	0:00:20			0:00:20		0:00:20	0:00:20	
17:55:16	17:55:46	Ad.	City cell	0:00:30							0:00:30
17:55:46	17:56:07	Ad.	Hair die	0:00:21							0:00:21
17:56:07	17:56:17	Ad.	Tibet soap	0:00:10						0:00:10	
17:56:17	17:56:27	Ad.	Bengal plastic	0:00:10							0:00:10
17:56:27	17:57:00	Promo	Channel 1			0:00:33					
17:57:00	18:08:03	Prog	Sajbela		0:11:03						
18:08:03	18:08:40	Promo	Talk show			0:00:37					
18:08:40	18:09:20	Ad.	Banglalink	0:00:40							0:00:40
18:09:20	18:09:30	Ad.	Bengal plastic	0:00:10							0:00:10
18:09:30	18:10:10	Ad.	Bashundhara	0:00:40						0:00:40	
18:10:10	18:10:30	Ad.	Nescafe	0:00:20							0:00:20
18:10:30	18:11:00	Ad.	Ruchi dal	0:00:30						0:00:30	
18:11:00	18:11:10	Ad.	Bengal plastic	0:00:10							0:00:10
Sub Total				0:17:13	0:11:03	0:01:10	0:00:20	0:00:00	0:09:01	0:01:40	0:07:02

Information collected from recorded video

Channel: Channel 1 : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing					
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults	
18:11:10	18:11:40	Ad.	Warid	0:00:30							0:00:30	0:00:30
18:11:40	18:12:11	Ad.	Kaler kontho	0:00:31								0:00:31
18:12:11	18:12:51	Ad.	Chashi	0:00:40							0:00:40	
18:12:51	18:13:21	Ad.	City cell	0:00:30								0:00:30
18:13:21	18:13:41	Ad.	Nescafe	0:00:20								0:00:20
18:13:41	18:14:11	Ad.	Pran choco	0:00:30						0:00:30	0:00:30	
18:14:11	18:14:21	Ad.	Bengal plastic	0:00:10								0:00:10
18:14:21	18:22:20	Prog	Sajbela		0:07:59							
18:22:20	18:23:10	Ad.	Pran chatni	0:00:50						0:00:50		
18:23:10	18:23:30	Ad.	Bengal plastic	0:00:20								0:00:20
18:23:30	18:23:50	Ad.	Nescafe	0:00:20								0:00:20
18:23:50	18:24:20	Ad.	City cell	0:00:30								0:00:30
18:24:20	18:24:41	Ad.	Warid	0:00:21								0:00:21
18:24:41	18:25:01	Ad.	Veet	0:00:20								0:00:20
18:25:01	18:25:11	Ad.	Bengal plastic	0:00:10								0:00:10
18:25:11	18:25:31	Ad.	Nescafe	0:00:20								0:00:20
18:25:31	18:26:16	Ad.	Dano	0:00:45				0:00:45		0:00:45	0:00:45	
18:26:16	18:26:26	Ad.	Pure oil	0:00:10								0:00:10
18:26:26	18:26:56	Ad.	Kaler kontho	0:00:30								0:00:30
18:26:56	18:27:27	Ad.	Warid	0:00:31								0:00:31
18:27:27	18:28:08	Ad.	Somokal	0:00:41								0:00:41
18:28:08	18:28:28	Ad.	Ruchi chatni	0:00:20					0:00:20	0:00:20	0:00:20	
18:28:28	18:34:20	Prog	Top news		0:05:52							
18:34:20	18:35:19	Ad.	Grameen phone	0:00:59							0:00:59	
18:35:19	18:35:39	Ad.	Tibet soap	0:00:20								0:00:20
18:35:39	18:36:19	Ad.	Banglalink	0:00:40								0:00:40
18:36:19	18:37:09	Ad.	Pran chatni	0:00:50						0:00:50		
18:37:09	18:37:30	Ad.	Radhuni masla	0:00:21								0:00:21
18:37:30	18:37:50	Ad.	Babar eva shoe	0:00:20								0:00:20
18:37:50	18:38:00	Ad.	Bengal plastic	0:00:10								0:00:10
18:38:00	18:38:20	Ad.	RFL plastic	0:00:20								0:00:20
			Sub Total	0:13:19	0:13:51	0:00:00	0:01:15	0:00:20	0:03:15	0:03:14	0:08:25	

Information collected from recorded video

Channel: Channel 1 : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing					
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults	
18:38:20	18:39:20	Ad.	Grameen phone	0:01:00							0:01:00	
18:39:20	18:39:50	Ad.	Tibet detergent	0:00:30							0:00:30	
18:39:50	18:40:30	Ad.	Bashundhara group	0:00:40							0:00:40	
18:40:30	18:41:00	Ad.	Walton fridge	0:00:30								0:00:30
18:41:00	18:41:10	Ad.	Bengal group	0:00:10								0:00:10
18:41:10	18:41:50	Ad.	Kaler kontho	0:00:40								0:00:40
18:41:50	18:42:20	Ad.	RFL door	0:00:30								0:00:30
18:42:20	18:42:31	Ad.	Tibet detergent	0:00:11							0:00:11	
18:42:31	18:43:01	Ad.	Walton fridge	0:00:30								0:00:30
18:43:01	18:47:52	Prog	Top news		0:04:51							
18:47:52	18:48:12	Ad.	Pran tomato catch up	0:00:20								0:00:20
18:48:12	18:48:52	Ad.	Premier cement	0:00:40							0:00:40	
18:48:52	18:49:02	Ad.	Bengal group	0:00:10								0:00:10
18:49:02	18:49:32	Ad.	Warid	0:00:30							0:00:30	
18:49:32	18:49:53	Ad.	Nascafe	0:00:21								0:00:21
18:49:53	18:50:03	Ad.	Western Tv	0:00:10								0:00:10
18:50:03	18:50:33	Ad.	City cell	0:00:30								0:00:30
18:50:33	18:51:03	Ad.	Hiperian buildres	0:00:30								0:00:30
18:51:03	18:51:13	Ad.	Bengal group	0:00:10								0:00:10
18:51:13	18:51:44	Ad.	Clean master	0:00:31								0:00:31
18:51:44	18:52:14	Ad.	Kaler kontho	0:00:30								0:00:30
18:52:14	18:52:24	Ad.	Pure oil	0:00:10								0:00:10
18:52:24	18:53:24	Ad.	PHP tin	0:01:00								0:01:00
18:53:24	18:53:55	Ad.	Jago-city cell	0:00:31								0:00:31
18:53:55	18:54:15	Ad.	Nescafe	0:00:20								0:00:20
18:54:15	18:54:55	Ad.	Bashundhara group	0:00:40							0:00:40	
18:54:55	18:55:05	Ad.	Bengal group	0:00:10								0:00:10
18:55:05	18:55:35	Ad.	Walton fridge	0:00:30								0:00:30
18:55:35	18:56:06	Ad.	Warid	0:00:31							0:00:31	
18:56:06	18:56:16	Ad.	Western Tv	0:00:10								0:00:10
18:56:16	18:56:26	Ad.	Pure oil	0:00:10								0:00:10
			Sub Total	0:13:15	0:04:51	0:00:00	0:00:00	0:00:00	0:00:00	0:04:42	0:08:33	

Information collected from recorded video

Channel: Channel 1 : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
18:56:26	18:56:46	Ad.	Warid	0:00:20							0:00:20
18:56:46	18:57:07	Ad.	Savlon	0:00:21						0:00:21	
18:57:07	18:57:47	Ad.	Chashi	0:00:40						0:00:40	
18:57:47	18:57:57	Ad.	Bengal plastic	0:00:10							0:00:10
18:57:57	18:58:27	Ad.	Walton fridge	0:00:30							0:00:30
18:58:27	18:58:47	Ad.	Pran potato crackers	0:00:20			0:00:20		0:00:20	0:00:20	
18:58:47	18:59:21	Promo	Channel 1			0:00:34					
18:59:21	19:00:00	Prog.	Bondhu amar		0:00:39						
			Sub total	0:02:21	0:00:39	0:00:34				0:01:21	0:01:00
			Total	0:54:45	0:59:28	0:05:47	0:02:15	0:00:50	0:14:17	0:13:28	0:30:15

Information collected from recorded video

Channel: BTv : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:00:00	17:05:07	Prog.	News		0:05:07						
17:05:07	17:13:22	Prog.	Cinema		0:08:15						
17:13:22	17:13:52	Ad.	Close up	0:00:30							0:00:30
17:13:52	17:14:22	Ad.	Fair & lovely	0:00:30							0:00:30
17:14:22	17:14:32	Ad.	Remi spot cream	0:00:10							0:00:10
17:14:32	17:15:32	Ad.	BCC	0:01:00							0:01:00
17:15:32	17:15:52	Ad.	Hair color	0:00:20							0:00:20
17:15:52	17:16:12	Ad.	Parasuit	0:00:20							0:00:20
17:16:12	17:16:41	Ad.	Tibet ditergent	0:00:29						0:00:29	
17:16:41	17:16:51	Ad.	Parasuit	0:00:10							0:00:10
17:16:51	17:17:01	Ad.	Tibet snow	0:00:10							0:00:10
17:17:01	17:17:11	Ad.	Parasuit	0:00:10							0:00:10
17:17:11	17:17:21	Ad.	Tibet jelly	0:00:10						0:00:10	
17:17:21	17:17:42	Ad.	Parasuit	0:00:21							0:00:21
17:17:42	17:18:12	Ad.	RFL Chair	0:00:30							0:00:30
17:18:12	17:18:22	Ad.	Parasuit	0:00:10							0:00:10
17:18:22	17:18:42	Ad.	Babar eva shoe	0:00:20						0:00:20	
17:18:42	17:18:52	Ad.	Popy library	0:00:10							0:00:10
17:18:52	17:19:02	Ad.	Sunlife bima	0:00:10						0:00:10	
17:19:02	17:19:12	Ad.	Nice TV	0:00:10						0:00:10	
17:19:12	17:19:32	Ad.	Millat ditergent	0:00:20						0:00:20	
17:19:32	17:19:52	Ad.	Chaser drink	0:00:20							0:00:20
17:19:52	17:20:12	Ad.	Mahindra tractor	0:00:20						0:00:20	
17:20:12	17:20:52	Ad.	Fair & lovely	0:00:40							0:00:40
17:20:52	17:21:32	Ad.	Wheel soap	0:00:40							0:00:40
17:21:32	17:22:02	Ad.	Taza tea	0:00:30							0:00:30
17:22:02	17:22:42	Ad.	Pepsodent	0:00:40			0:00:40			0:00:40	
17:22:42	17:23:12	Ad.	Ponds cream	0:00:30							0:00:30
17:23:12	17:23:52	Ad.	Pepsodent	0:00:40			0:00:40			0:00:40	
17:23:52	17:24:22	Ad.	Sunsilk	0:00:30							0:00:30
Sub Total			0:11:00	0:13:22	0:00:00	0:01:20	0:00:00	0:00:00	0:00:00	0:03:19	0:07:41

Information collected from recorded video

Channel: BTv : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:24:22	17:24:52	Ad.	RFL Tube well	0:00:30							0:00:30
17:24:52	17:25:02	Ad.	Sharp blade	0:00:10							0:00:10
17:25:02	17:25:32	Ad.	Aktei	0:00:30							0:00:30
17:25:32	17:25:51	Ad.	Meghna life	0:00:19							0:00:19
17:25:51	17:26:32	Ad.	Banglalink	0:00:41							0:00:41
17:26:32	17:35:18	Prog.	Cinema		0:08:46						
17:35:18	17:38:14	Prog	Azan		0:02:56						
17:38:14	17:40:45	Prog.	Cinema		0:02:31						
17:40:45	17:41:45	Ad.	BCC	0:01:00							0:01:00
17:41:45	17:42:05	Ad.	Parasuit	0:00:20							0:00:20
17:42:05	17:42:35	Ad.	Clean master	0:00:30							0:00:30
17:42:35	17:42:46	Ad.	Parasuit	0:00:11							0:00:11
17:42:46	17:42:55	Ad.	Tibet snow	0:00:09							0:00:09
17:42:55	17:43:05	Ad.	Parasuit	0:00:10							0:00:10
17:43:05	17:43:15	Ad.	Tibet jelly	0:00:10						0:00:10	
17:43:15	17:43:35	Ad.	Parasuit	0:00:20							0:00:20
17:43:35	17:44:05	Ad.	Good night	0:00:30						0:00:30	
17:44:05	17:44:15	Ad.	Parasuit	0:00:10							0:00:10
17:44:15	17:44:45	Ad.	Jonson baby cream	0:00:30				0:00:30			
17:44:45	17:45:15	Ad.	RFL plastic	0:00:30							0:00:30
17:45:15	17:45:45	Ad.	RFL pipe	0:00:30							0:00:30
17:45:45	17:46:05	Ad.	Babar eva shoe	0:00:20						0:00:20	
17:46:05	17:46:15	Ad.	Popy library	0:00:10							0:00:10
17:46:15	17:46:25	Ad.	Sun life	0:00:10						0:00:10	
17:46:25	17:46:35	Ad.	Nice TV	0:00:10							
17:46:35	17:46:55	Ad.	Millat dittergent	0:00:20							0:00:20
17:46:55	17:47:15	Ad.	Chaser drink	0:00:20							0:00:20
17:47:15	17:47:35	Ad.	Mahindra	0:00:20						0:00:20	
17:47:35	17:48:15	Ad.	Fair & lovely	0:00:40							0:00:40
17:48:15	17:48:55	Ad.	Wheel soap	0:00:40							0:00:40
Sub Total			0:10:20	0:14:13	0:00:00	0:00:00	0:00:30	0:00:00	0:02:10	0:07:40	

Information collected from recorded video

Channel: BTv : Date 15.01.2010

Start Time	End Time	Program	Description	Duration			Advertisement addressing				
				Ad.	prog.	Promo	Directly children	Indirectly children	Food item	Using children	Only adults
17:48:55	17:49:25	Ad.	Taza Tea	0:00:30							0:00:30
17:49:25	17:49:45	Ad.	Mahindra	0:00:20						0:00:20	
17:49:45	17:50:25	Ad.	Pepsodent	0:00:40			0:00:40			0:00:40	
17:50:25	17:50:55	Ad.	Sunsilk	0:00:30							0:00:30
17:50:55	17:51:25	Ad.	Close up	0:00:30							0:00:30
17:51:25	17:52:05	Ad.	Pepsodent	0:00:40			0:00:40			0:00:40	
17:52:05	17:52:25	Ad.	Fair & lovely	0:00:20							0:00:20
17:52:25	17:52:55	Ad.	RFL Tubewell	0:00:30							0:00:30
17:52:55	17:53:35	Ad.	Banglalink	0:00:40							0:00:40
17:53:35	17:58:55	Prog	Cinema		0:05:20						
17:58:55	18:08:24	Prog	News		0:09:29						
18:08:24	18:26:51	Prog.	Cinema		0:18:27						
18:26:51	18:47:44	Prog	Weekly News analysis		0:20:53						
18:47:44	19:00:00	Prog	Onno kisu		0:12:16						
			Sub Total	0:04:40	1:06:25	0:00:00	0:01:20	0:00:00	0:00:00	0:01:40	0:03:00
			Total	0:26:00	1:34:00	0:00:00	0:02:40	0:00:30	0:00:00	0:07:09	0:18:21

Developmental Appropriateness of Television Advertisement for children age 5-6 years

Please read instructions mentioned below first

#	Item	Ad. # 01		Ad. # 02		Ad. # 03		Ad. # 04		Ad. # 05		Ad. # 06		Ad. # 07		Ad. # 08		Ad. # 09		Ad. # 10	
		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
	Language understandable																				
	Promote cultural stereotype																				
	Gender bias																				
	Social class bias																				
	Introduce new concept																				
	Promote logic/reasoning																				
	Affect life style																				
	Promote curiosity																				
	Promote violence, aggression																				
0	promote appropriate food habit																				
1	Promote health																				
2	Challenge children to think																				
3	Affect attitude/behavior																				
4	Culturally relevant																				
5	Promote moral/ethics/value																				
6	Promote conflict with others																				
7	Music, voice child friendly																				
8	Visual and content child friendly																				
9	Misleading children																				
0	Provoking children																				

Note

Please response for each advertisement in separate column following the code of the advertisement.

While answering item wise, always think developmental appropriateness considering children of age 5-6 years.

Definition

Lifestyle: Dress, setup, Daily routine, day to day communication etc

Food habit: Proper timing, nutritious food rather than junk food, breast milk etc

Health: without giving misinformation

Moral/ethics/value: Respecting others, sharing, respect own country, tradition & culture, Honesty,

Conflict: Information/message based on which children bargain with parents and others

Provoking: By using tricks, induce children to choose something (food, dress, toys etc) which is not appropriate for them and not manageable for parents

New concept: any concept that is new to child

Challenge to think: Any concept, idea, visual, language that challenge children to think or ask further

Appendix: 4

Questionnaire for collecting data to know parent's attitude towards children's exposure to TV advertisement

Part I: Voluntary consent

Title of the study:

Children's exposure to television advertising : Exploring the Bangladesh context

Introduction:

A large number of researches on effect of television on children have been conducted in the last few decades all over the world. Effect of television advertisement on children is comparatively a new area in Bangladesh but globally researchers are exploring this area for last three decades. Though in Bangladesh, people are watching more than 100 Bangladeshi and international television channels but no research or study exist considering our context. So considering Bangladeshi context, to explore the information regarding children's television watching and probable effect of television advertisement on children this study is designed. As a part of ECD Masters course under BRAC University this study will be conducted.

Respondent

Parents having children 5-6 years of age and having television at home

Expectation from respondent:

Parents will choose the answer of the following structured questions by ticking in the appropriate options and write comments where appropriate.

Risks and benefits:

There will be no risk as respondent will only answer some questions and questionnaire will be distributed among them and also collected from them by researchers.

Respondent will not get any direct benefit for participating in this study but this study will indirectly help them by providing information about children's exposure on television advertisement in Bangladesh which is totally new area of exploration.

Privacy, anonymity and confidentiality:

All information collected from respondents will be strictly confidential. No name and identity is required to mention in the questionnaire so that privacy of answer can be protected.

Future use of information:

The collected information may be used for further analysis or study maintaining confidentiality of respondents by researcher or others.

Right not to participate and withdraw:

Parents can ignore or deny answering these questions and giving back the sheet to the researcher.

Name of the Researcher

Iqbal Hossain

Name of the mentors

Farida akhter, Child Developmental Psychologist, Inner Force, Dhaka – National
Professor Jassica ball, Phd, University of Victoria, Canada - International

Signature of respondent

Part II: Personal Information

Tick on right sided blank

box

Age	Below 30 years		30-40 years		Above 40 years	
Education	Up to S.S.C		Graduate		Masters and above	
Gender	Male		Female		xxxxxxx	xxxxxxx

Part III.**Questions to know parent's attitude towards children's exposure to TV advertisement****1. The duration that your child watches television daily**

- a) Below 1 hour b) 1-2 hours c) Above 2 hours

2. The pick time that your child watches television.

- a) Between 8-11 AM b) Between 2-5 PM c) Between 5-7 PM d) After 7 PM

3. The program that your child like most in television

- a) Cartoon b) advertisement c) Other programs

4. Your child enjoy television advertisement

- a) Yes b) No

5. Your children understand the purpose of the television advertisement

- a) Yes b) No

6. Your children believe the information about the commodity provided through advertisement

- a) Yes b) No

7. Your children induced by the actors of television advertisement or believe what they says

- a) Yes b) No

8. Your children request you to give the commodity that he/she has seen in the television advertisement

- a) Yes b) No

9. Advertisement affects your child's regular food habit

- a) Yes b) No

10. If you want to buy any commodities in front of your child, he/she always prefer what he/she has seen in the television advertisement

- a) Yes b) No

11. Your child try to imitate the language or any scene of television advertisement

- a) Yes b) No

12. If your child wants to see advertisement, you.

- a) Encourage him/her to see him/her d) do nothing

13. Provide an example of advertisement that you think support your child. Why?

14. Provide an example of advertisement that you think negatively affect your child. Why?

15. Overall, television advertisement has effect on your child

- a) Yes b) No

16. Do you think government should regulate TV advertisement?

- a) Yes b) No

Appendix: 5**Information from advertisement****Advertisement Title:** Pepsodent Toothpaste**Ad. Code:** 01D

Description:	Conversation of two school-going children on taking ice cream and planning not to say to mother.
Duration:	40 sec.
Purpose of advertisement:	insist children directly to use pepsodent toothpaste
Type of advertisement (story/jingle /commentary etc):	Story based/commentary
Targeted audience:	Children
Character used:	Two Children of ages 5-6 yrs and one female
Music type:	Background, interactive
Pace of visual	Normal
Language:	mixed (Bangla with english)
New information to children:	Ice cream is ok if you use pepsodent toothpaste
Social issue:	Peer relation
Moral or ethical issue:	Not to say false
Behavior and attitude of characters:	child friendly
Dress and getup of characters:	School dress
Social class:	Higher class
Reliability/source of information used:	Nil
Cultural relevancy:	Relevant
Celebrity used:	No
Emotion:	No
Relationship :	Friendship
Logic:	Yes
Health issue	Totally ignored. Ice cream is not safe for health
Gender issue:	No
Terminology un-understandable to children	Germi check/
Curiosity	In script, yes
Voice over	Male
Believe	Yes

Appendix: 5**Information from advertisement****Advertisement Title: Dano milk****Ad. Code: 02D**

Description:	Family based story
Duration:	45 sec.
Purpose of advertisement:	insist children & parents directly to drink Dano milk
Type of advertisement (story/jingle /commentary etc):	Story based/jingle/commentary
Targeted audience:	Children & parents
Character used:	Two Children of ages 5-6 yrs and one male and one female
Music type:	jingle, interactive
Pace of visual	Normal
Language:	mixed (Bangla with english)
New information to children:	How to make a movie
Social issue:	Relation with others
Moral or ethical issue:	No
Behavior and attitude of characters:	child friendly
Dress and getup of characters:	child friendly
Social class:	Higher class
Reliability/source of information used:	Nil
Cultural relevancy:	Not relevant
Celebrity used:	Animation character Super man
Emotion:	No
Relationship :	Friendly (Brother-sister-mother-uncle)
Logic:	Yes
Health issue	Ignored. Power milk is not safe for health
Gender issue:	Balance
Terminology un-understandable to children	Yes
Curiosity	In script, yes
Voice over	Male & female
Believe	No

Appendix: 5**Information from advertisement****Advertisement Title: Anchor Milk****Ad. Code: 03I**

Description:	Mother searching her curious kid
Duration:	30 sec.
Purpose of advertisement:	Convince parents to use anchor milk which will promote their children's curiosity
Type of advertisement (story/jingle /commentary etc):	Story based/jingle/commentary
Targeted audience:	Parents & children
Character used:	One children of ages 5-6 yrs and one female
Music type:	Background, interactive with natural and animal sounds
Pace of visual	Normal
Language:	mixed (Bangla with english)
New information to children:	No
Social issue:	No
Moral or ethical issue:	No
Behavior and attitude of characters:	child friendly
Dress and getup of characters:	child friendly
Social class:	Higher class
Reliability/source of information used:	Nil
Cultural relevancy:	Relevant
Celebrity used:	No
Emotion:	Yes
Relationship :	Friendly (Mother-Child)
Logic:	Yes
Health issue	Ignored. Power milk is not safe for health
Gender issue:	No
Terminology un-understandable to children	Name of gift
Curiosity	In script, yes
Voice over	Male
Believe	No

Appendix: 5**Information from advertisement****Advertisement Title:** Pran potato crackers**Ad. Code:** 04F

Description:	Child reading in his table
Duration:	20 sec.
Purpose of advertisement:	Provoking children to eat potato crackers by providing toys inside packet
Type of advertisement (story/jingle /commentary etc):	Story based/commentary
Targeted audience:	Children
Character used:	One children of ages 5-6 yrs
Music type:	Background, interactive
Pace of visual	High
Language:	mixed (Bangla with english)
New information to children:	No
Social issue:	No
Moral or ethical issue:	Materialistic
Behavior and attitude of characters:	child friendly
Dress and getup of characters:	child friendly
Social class:	Higher class
Reliability/source of information used:	Nil
Cultural relevancy:	No
Celebrity used:	No
Emotion:	No
Relationship :	No
Logic:	No
Health issue	Ignored. Chips is not safe for health
Gender issue:	Yes
Terminology un-understandable to children	Yes
Curiosity	no
Voice over	Male
Believe	No

Appendix: 5**Information from advertisement****Advertisement Title:** Pran milk candy**Ad. Code:** 05F

Description:	Animation story of a heroic boy
Duration:	30 sec.
Purpose of advertisement:	Provoking children to eat pran milk candy
Type of advertisement (story/jingle /commentary etc):	Story based – Animated/ jingle
Targeted audience:	Children
Character used:	Animated children of ages 5-6 yrs
Music type:	Jingle, Child friendly
Pace of visual	High
Language:	mixed (Bangla with english)
New information to children:	No
Social issue:	
Moral or ethical issue:	Thieving
Behavior and attitude of characters:	child friendly
Dress and getup of characters:	child friendly
Social class:	Common
Reliability/source of information used:	Nil
Cultural relevancy:	No
Celebrity used:	No
Emotion:	No
Relationship :	Brother-sister
Logic:	No
Health issue	Ignored. candy is not safe for health
Gender issue:	Yes-Boys are powerful
Terminology un-understandable to children	Yes
Curiosity	No
Voice over	Girl child
Misinformation	Yes

Appendix: 5

Information from advertisement

Advertisement Title: Horlicks

Ad. Code: 06F

Description:	Activities of a group of children
Duration:	30 sec.
Purpose of advertisement:	Provoking children to drink Horlicks
Type of advertisement (story/jingle /commentary etc):	Jingle
Targeted audience:	Children
Character used:	A group of children of ages 6-10 yrs
Music type:	Jingle, Child friendly
Pace of visual	High
Language:	mixed (Bangla with english)
New information to children:	No
Social issue:	Peer relation
Moral or ethical issue:	No
Behavior and attitude of characters:	child friendly
Dress and getup of characters:	Modern
Social class:	High
Reliability/source of information used:	Nil
Cultural relevancy:	No
Celebrity used:	No
Emotion:	No
Relationship :	friends
Logic:	No
Health issue	Ignored. drink is not safe for health
Gender issue:	Balance
Terminology un-understandable to children	Yes
Curiosity	no
Voice over	Mixed-children
Misinformation	Yes

Appendix: 5**Format for collecting information from advertisement****Advertisement Title:** Bashundhara group**Ad. Code:** 07U

Description:	Snap shot of life cycle
Duration:	40 sec.
Purpose of advertisement:	Promote plot and flat of Bashundhara group
Type of advertisement (story/jingle /commentary etc):	Commentary
Targeted audience:	Adults
Character used:	One girl of ages 5-6yrs with her father and mother & others
Music type:	Background
Pace of visual	Normal
Language:	mixed (Bangla with english)
New information to children:	No
Social issue:	
Moral or ethical issue:	
Behavior and attitude of characters:	
Dress and getup of characters:	Modern
Social class:	High
Reliability/source of information used:	Nil
Cultural relevancy:	
Celebrity used:	
Emotion:	
Relationship :	Family
Logic:	No
Health issue	
Gender issue:	
Terminology un-understandable to children	Yes
Curiosity	no
Voice over	Male and female

Appendix: 5**Information from advertisement****Advertisement Title:** Banglalink**Ad. Code:** 08A

Description:	Story of a girl
Duration:	40 sec.
Purpose of advertisement:	Providing information on call rate
Type of advertisement (story/jingle /commentary etc):	Commentary
Targeted audience:	Adults
Character used:	One female
Music type:	Background
Pace of visual	Normal
Language:	mixed (Bangla with english)
New information to children:	No
Social issue:	Dress
Moral or ethical issue:	Free culture
Behavior and attitude of characters:	not child friendly
Dress and getup of characters:	Modern
Social class:	High
Reliability/source of information used:	
Cultural relevancy:	No
Celebrity used:	
Emotion:	
Relationship :	
Logic:	
Health issue	
Gender issue:	Using young girl
Terminology un-understandable to children	Yes
Curiosity	no
Voice over	Female

Appendix: 5**Information from advertisement****Advertisement Title:** Citycell**Ad. Code:** 09A

Description:	Conversation between two man
Duration:	30 sec.
Purpose of advertisement:	Providing information on call rate and other offer
Type of advertisement (story/jingle /commentary etc):	Story based
Targeted audience:	Adults
Character used:	Two male
Music type:	Background
Pace of visual	Normal
Language:	mixed (Bangla with english)
New information to children:	No
Social issue:	
Moral or ethical issue:	
Behavior and attitude of characters:	
Dress and getup of characters:	Normal
Social class:	High
Reliability/source of information used:	
Cultural relevancy:	No
Celebrity used:	
Emotion:	
Relationship :	
Logic:	
Health issue	
Gender issue:	Yes
Terminology un-understandable to children	Yes
Curiosity	no
Voice over	Male

Appendix: 5

Information from advertisement

Advertisement Title: Walton fridge

Ad. Code: 10A

Description:	Story of a new couple
Duration:	30 sec.
Purpose of advertisement:	Promoting to use Walton fridge
Type of advertisement (story/jingle /commentary etc):	Story based
Targeted audience:	Adults
Character used:	A couple
Music type:	Background -Jingle
Pace of visual	Normal
Language:	Bangla
New information to children:	No
Social issue:	Dominating women's role
Moral or ethical issue:	
Behavior and attitude of characters:	Not friendly
Dress and getup of characters:	Normal
Social class:	High
Reliability/source of information used:	Nil
Cultural relevancy:	No
Celebrity used:	No
Emotion:	
Relationship :	Negatively
Logic:	Nil
Health issue	
Gender issue:	Stereotype
Terminology un-understandable to children	
Curiosity	
Voice over	Male & female

Compiled expert's response for ten selected TV advertisements on twenty selected items

Appendix-6

#	Item	Ad. # 01D		Ad. # 02D		Ad. # 03I		Ad. # 04F		Ad. # 05F		Ad. # 6F		Sub-Total		Ad. # 07U		Ad. # 08A		Ad. # 09A		Ad. # 10A		Total	
		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
1	Language understandable	5	0	0	5	5	0	3	2	5	0	2	3	20	10	1	4	0	5	1	4	3	2	25	25
2	Cultural stereotype	3	2	1	4	1	4	0	5	2	3	1	4	8	22	3	2	0	5	0	5	5	0	16	34
3	Gender bias	3	2	3	2	0	5	4	1	4	1	0	5	14	16	1	4	4	1	3	2	5	0	27	23
4	Social class bias	5	0	5	0	4	1	4	1	0	5	5	0	23	7	5	0	5	0	1	4	5	0	39	11
5	Introduce new concept	2	3	4	1	5	0	1	4	3	2	2	3	17	13	0	5	0	5	2	3	0	5	19	31
6	Affect logic/reasoning	5	0	4	1	4	1	3	2	5	0	3	2	24	6	0	5	0	5	5	0	4	1	33	17
7	Affect life style	5	0	5	0	4	1	5	0	2	3	5	0	26	4	3	2	3	2	2	3	3	2	37	13
8	Create curiosity	3	2	5	0	5	0	4	1	4	1	3	2	24	6	0	5	0	5	4	1	2	3	30	20
9	Promote violence, aggression	0	5	3	2	0	5	1	4	4	1	0	5	8	22	0	5	0	5	0	5	5	0	13	37
10	Affect food habit	5	0	5	0	3	2	5	0	5	0	5	0	28	2	0	5	0	5	0	5	1	4	29	21
11	Affect health	5	0	5	0	5	0	5	0	5	0	5	0	30	0	0	5	0	5	0	5	1	4	31	19
12	Challenge children to think	5	0	5	0	5	0	1	4	3	2	2	3	21	9	0	5	1	4	3	2	2	3	27	23
13	Affect attitude/behavior	5	0	5	0	5	0	4	1	4	1	5	0	28	2	1	4	1	4	0	5	5	0	35	15
14	Culturally relevant	2	3	0	5	5	0	1	4	3	2	1	4	12	18	2	3	2	3	1	4	1	4	18	32
15	Affect moral/ ethics/ value	5	0	1	4	1	4	4	1	5	0	2	3	18	12	0	5	0	5	0	5	5	0	23	27
16	Promote conflict with others	2	3	2	3	0	5	2	3	4	1	3	2	13	17	0	5	0	5	0	5	2	3	15	35
17	Music, voice child friendly	5	0	3	2	5	0	3	2	5	0	4	1	25	5	4	1	0	5	0	5	0	5	29	21
18	Visual and content child friendly	4	1	1	4	5	0	2	3	5	0	4	2	21	10	4	1	0	5	0	5	0	5	25	26
19	Misleading children	5	0	5	0	3	2	5	0	5	0	5	0	28	2	0	5	0	5	0	5	3	2	31	19
20	Provoking children	5	0	5	0	5	0	5	0	5	0	4	1	29	1	0	5	0	5	0	5	0	5	29	21