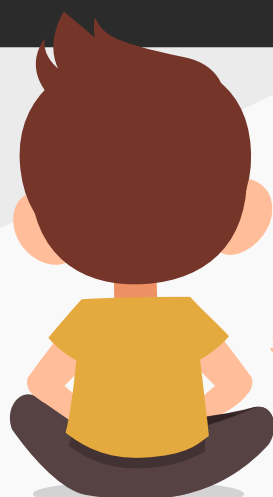


Study on monitoring food and beverage marketing to children via TV

ARMENIA



National context



National childhood overweight and obesity rates (7-8 years old)

Overweight, including obesity **27.7%**
(boys - **30%**, girls- **25%**)

Implemented Nutrient Profiling Model to restrict marketing to children?

Not yet

According to the Law of the Republic of Armenia "On Advertising", "Advertising of infant and early-age infant formulas, any foodstuff that is not infant formula for babies up to 6 months, and related products is prohibited."
According to the Law of the Republic of Armenia "On the promotion of breast-feeding and baby food circulation", "Advertising and/or other forms of promotion of infant and early-age infant formulas, any non-infant formula for infants up to 6 months of age, and related products are prohibited."



Policy/regulation in place to protect children?

Law of the Republic of Armenia "On the rights of the child"
and "On the promotion of breast-feeding and baby food
circulation"

Characteristics of the study



Age range of target audience
Children (up to 16 years old)



Monitoring period (weekdays and weekend days)

September–November 2021

See below for the channel recording schedule



Monitored channels (number and names)
Proportion of children's channels and general/news channels

Five channels: Armenia TV, Shant TV, A-TV, Kentron TV, Public TV

There are no children's channels in the national mandatory public broadcasting package. All of the channels analyzed broadcast informational, educational and entertainment programmes, as well as films and sports events.

Hours per day recorded

6:00 to 22:00



Sum of recorded hours

**316 hours of
broadcast time**



Number of captured
food and drink ads

1587

Channel recording schedule

Channel	Working days		Weekend	
A-TV	09.11.2021 (Tuesday)	12.11.2021 (Friday)	13.11.2021 (Saturday)	14.11.2021 (Sunday)
Shant TV	10.11.2021 (Wednesday)	12.11.2021 (Friday)	13.11.2021 (Saturday)	14.11.2021 (Sunday)
Armenia TV	10.11.2021 (Wednesday)	11.11.2021 (Thursday)	13.11.2021 (Saturday)	14.11.2021 (Sunday)
PublicTV	10.11.2021 (Wednesday)	12.11.2021 (Friday)	13.11.2021 (Saturday)	14.11.2021 (Sunday)
Kentron TV	09.11.2021 (Tuesday)	11.11.2021 (Thursday)	27.11.2021 (Saturday)	14.11.2021 (Sunday)

Main study findings



Proportion of high in fat, sugar or salt (HFSS) ads **65.2%**

Number of HFSS ads/other ads on peak or non-peak children's viewing time

17:00–20:00

The rate of HFSS ads was 7.6–9.7% between 15:00 and 17:00; 7.3–9.3% of all product and service advertising was shown between 20:00 and 21:00.

Rate of “not permitted” foods and drinks

65.2%

Most frequently advertised food categories

The most frequently advertised categories of food products on all days were chocolate, other confectionery **30.2%**; the frequency of commercials for beverages, including carbonated soft drinks, was **20.3%**; in third place were tea and coffee **16.2%**, juice **2.1%**.



• 65.2% Rate of “not permitted” foods and drinks
• 27.7% other ads
• no information about the nutritional value

Most common persuasive techniques used

In advertisements for HFSS products banned by WHO from marketing to a child audience, food pleasure has the largest share of the means influence of specific gravity (31.7%), then taste (17.5%), energy (13.1%), and the share of other types of marketing influence was below 10%. The mark on healthy food has a relatively low specific gravity of 4.3%.



Most frequently appearing brands

Not analysed. The group of unauthorized food and beverages included all types of carbonated beverages (Coca-Cola, Fanta, Pepsi, etc.), natural juices, chocolate products (Nestlé, Kinder, etc.), sunflower, some types of yoghurt, etc.



* Marketing prohibited

** Marketing permitted