Interactive Advertising and Children's Health



Children's Media Consumption

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

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

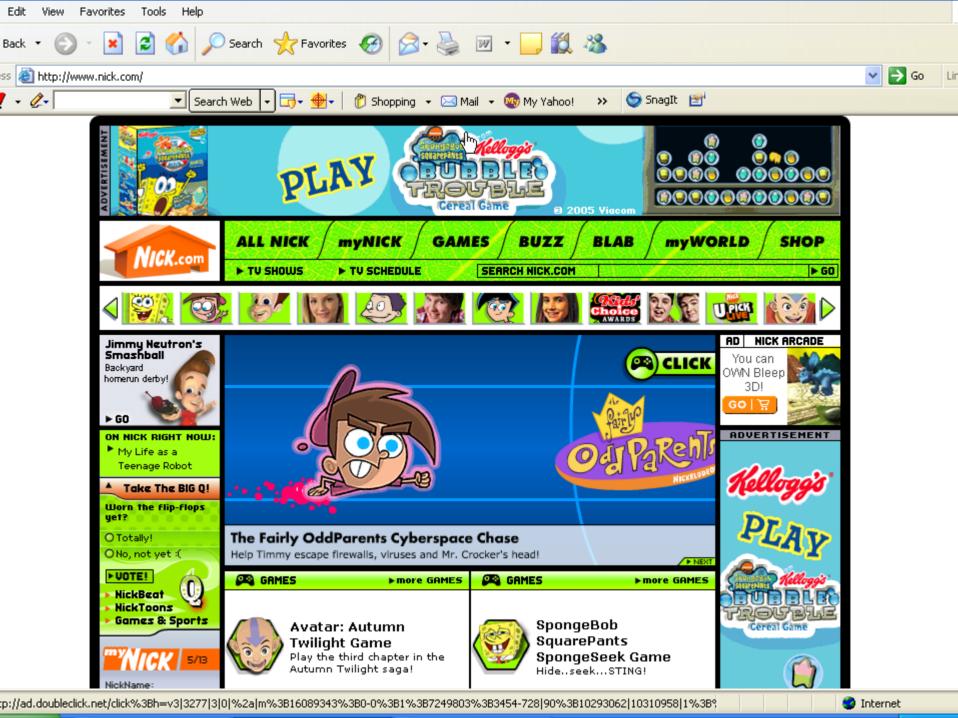
It's Not Just About TV Anymore

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

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

Advertising and Childhood Obesity

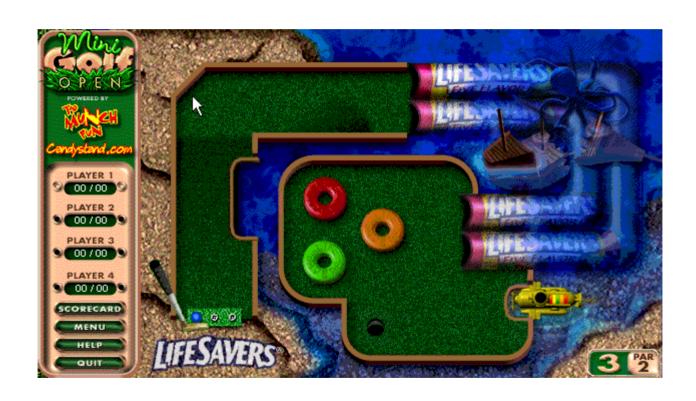




Branded Environments



Branded Environments



Children Now's Action Plan

The Goal: To Secure A Ban on Interactive Advertising

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