**Status and trend of children’s exposure to food advertising on free-to-air television in Shanghai**

【**Abstract**】

**Setting/problem** The effects of marketing strategies for promotion of foods and beverages have been investigated due to its potential impacts on populations’ food choices, particularly among children and adolescents. This study was to investigate the exposure status of Shanghai’s television food advertising among children, evaluate the effectiveness of the latest national advertising law，provide evidence for further policy action that optimize the advertising environment for children.

**Intervention** In 2015, the newly promulgated "People's Republic of China Advertising Law" related to the requirements of advertising behavioral norms. Between February and March 2018, 4 days of broadcasting of three favorite channels among children were recorded. All advertisements were coded for date, time, channel and product type. Main product, product type and marketing techniques in each food advertisement were recorded. Data were compared with corresponding research in 2012.

**Outcomes** When compared with 2012, in 2018, the total number of advertisements on television decreased , the percentage of food advertisements decreased from 24.5% to 19.8%. The rate of total advertisements, food advertisements on television all decreased. The rate of sugar sweetened drink advertisements during non-peak viewing time decreased (*P*<0.05) while the rate of non-core food advertisements during peak and non-peak viewing time increased (*P*>0.05). The frequency of marketing techniques in food advertisements decreased significantly from 43.7% to 5.1%. Among the food advertisements using marketing techniques, the proportion of core food advertisements increased (*P*<0.001) while the proportion of non-core food advertisements decreased (*P*<0.001). The frequency of promotional characters in non-core food advertisements was higher than that of core foods in both 2018 and 2012 (*P*<0.001).

**Implications** Children were more likely to be exposed to non-core foods during peak hours than core and mixed foods. It is recommended to limit the use of advertising and marketing methods for non-core foods during peak viewing hours, which will help reduce the negative impact of unhealthy food marketing on children.

**【Key words】**children; food; advertising; marketing; television