

ELECTRONIC MEDIA

FACT SHEET - February 2020



The electronic media analysis conducted by the Alcohol and Drug Information Centre (ADIC) have two objectives. These are, (1) to identify and expose alcohol and tobacco industry influence on the general public through electronic media and (2) to encourage and appreciate prevention conducted through electronic media.

Six popular television channels have been selected for analysis. These include, Rupavahini, ITN, Swarnavahini, Derana TV, Sirasa TV and Hiru TV. Programmes telecasted between 7:00 PM to 10:00 PM (3 hours) are screened and analyzed. This time has been selected as it is peak viewing time in the country.

This fact sheet shows findings from the month of January in 2020. Information is analysed for screen time (seconds) and number of scenes on individual channels. Identified scenes are categorized into policy, promotion and prevention.

- Policy:** Scenes on policy changes, implementation of policies (e.g. price changes, arrests).
- Promotion:** Scenes with scenery and messages promoting alcohol and tobacco use/ users.
- Prevention:** Scenes with scenery beneficial to controlling alcohol and tobacco use.



Highest
Promotion Channel
Rupavahini (in scenes)



Highest
Promotion Channel
Derana (in seconds)



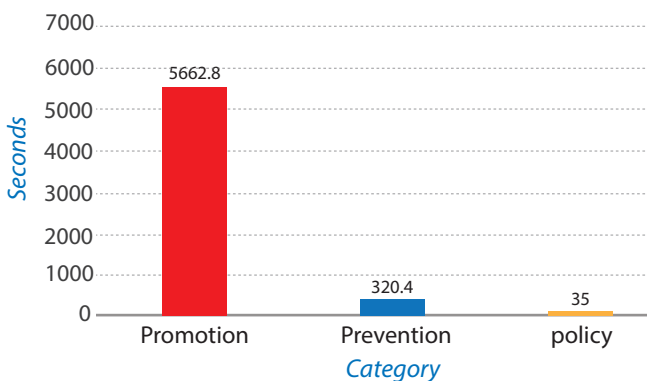
Highest
Prevention Channel
Derana (in scenes)



Highest
Prevention Channel
Derana (in seconds)



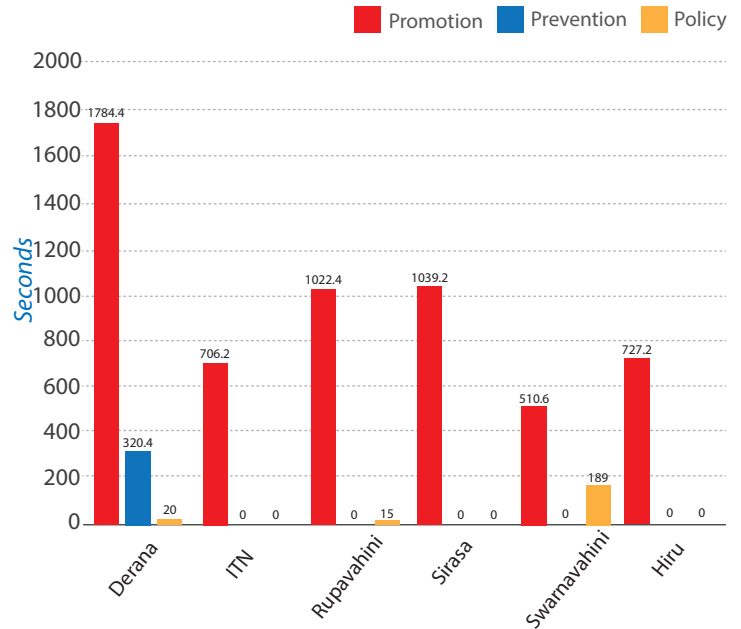
Monthly Media Behaviour (Air Time)



This graph shows the selected TV channels telecasted alcohol and tobacco promotion the highest and policy the least.



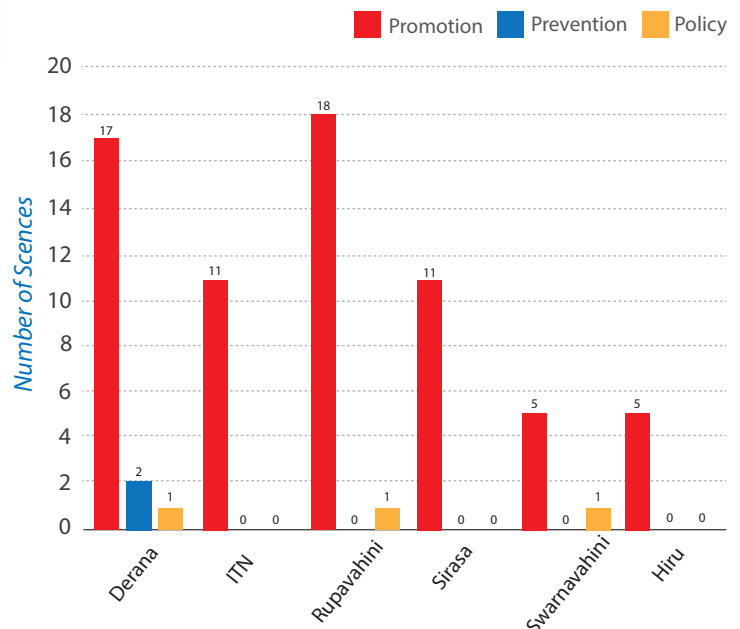
Individual Channel Behaviour (Air Time)



Out of the analysed TV channels, according to air time, Derana telecasted the most alcohol and tobacco promotional content and was also the only channel to telecast prevention content.



Individual Channel Behaviour (Number of scenes)



According to number of scenes, Rupavahini telecasted most scenes on promotion while Derana comes second. Derana was also the only channel to telecast prevention content.