

ADIC electronic media analysis is conducted with the objectives of identifying and exposing alcohol and tobacco industry influence on general public through electronic media and to encourage and appreciate prevention carried out through media.

Six popular channels are selected for this analysis are; Rupvahini, ITN, Swarnawahini, Derana TV, Sirasa TV and Hiru TV. Programs which are telecasted from 7.00pm to 10.00pm (3 hours) are screened. This time period is taken since it is the highest audience participation time.

This fact sheet shows findings of the 1st quarter of 2018. Information is analysed for screen time (seconds) and number of scenes on individual channels. Categorization of the identified scenes are done as Policy, Promotion and Prevention.

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



Highest Prevention Channel
ITN (In seconds)



Highest Promotion Channel
Swarnawahini (by scenes)



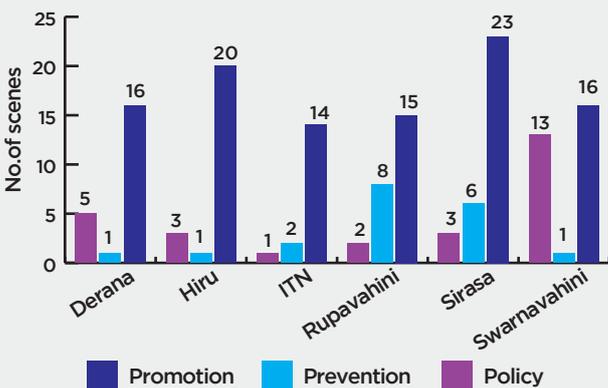
Highest Prevention Channel
Rupavahini (by scenes)



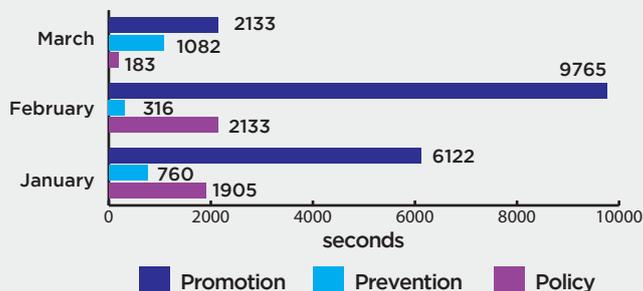
Highest Promotion Channel
Swarnawahini (In seconds)



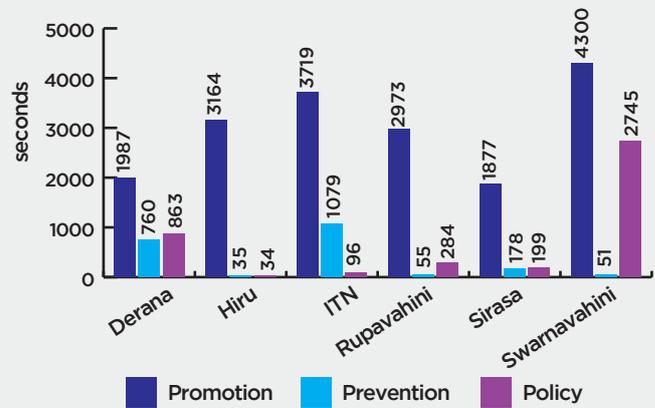
Individual Channel Behaviour (Number of scenes)



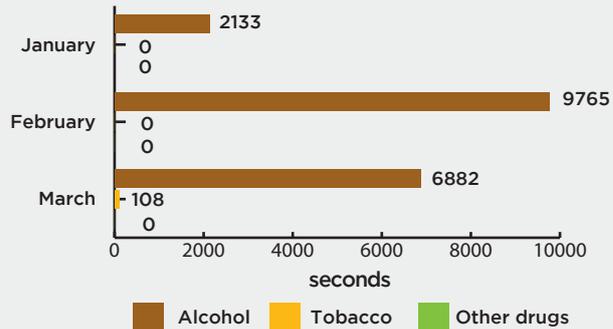
Monthly Media Promotions



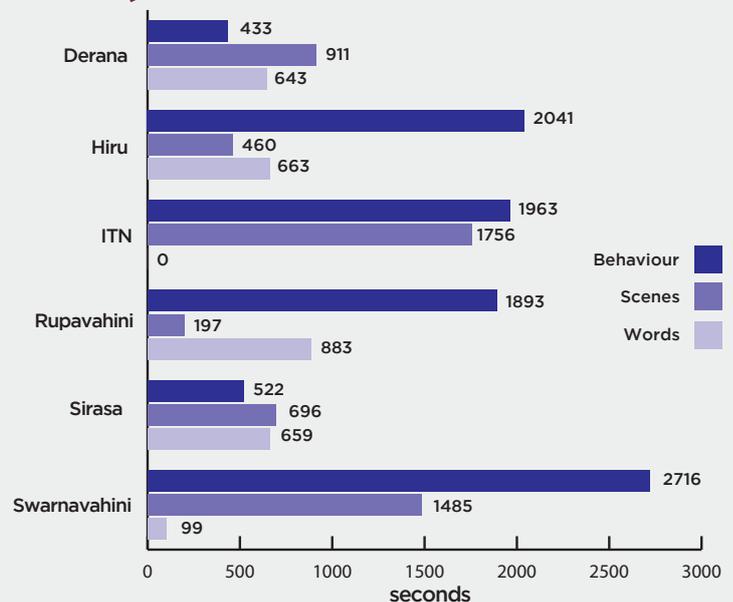
Individual Channel Behaviour Air Time



Monthly Media Behaviour



Individual Channel Behaviour (Alcohol Promotions)



Behavior - Promotion is only through mimic without showing alcoholic drinks
 Scene - Actually scenarios of alcoholic drinks are displayed
 Words - Promotion is only through dialogues