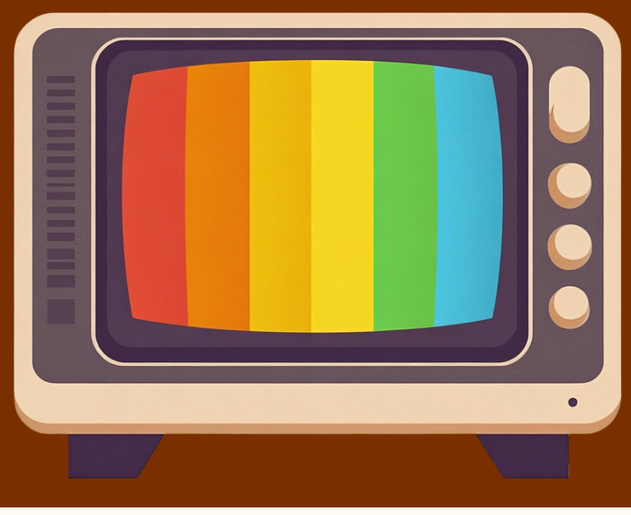
ELECTRONIC MEDIA

FACT SHEET – ALCOHOL & DRUG INFORMATION CENTRE (ADIC)

OCTOBER 2026



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.

ADIC analyzes newspaper reading and teledramas for content on alcohol, tobacco, cannabis, heroin and other drugs of four popular television channels. In newspaper reading only frequency is analyzed. For teledramas both frequency and duration are analyzed. Identified content is categorized as follows:

Prevention: Improve correct knowledge on ATOD, its industries and effective prevention.
Positive policy: Supporting implementation and formulation, of ATOD control policies.
Law enforcement: Legal actions taken by the authorities when ATOD related laws & regulations are violated.
Promotion: Glamorizing the substance, industry image building, surrogate advertising, social beliefs, unfair privileges, and promotion through prevention.
Negative policy: Undermining formulation & implementation of ATOD control policies.
Non-Category: Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.



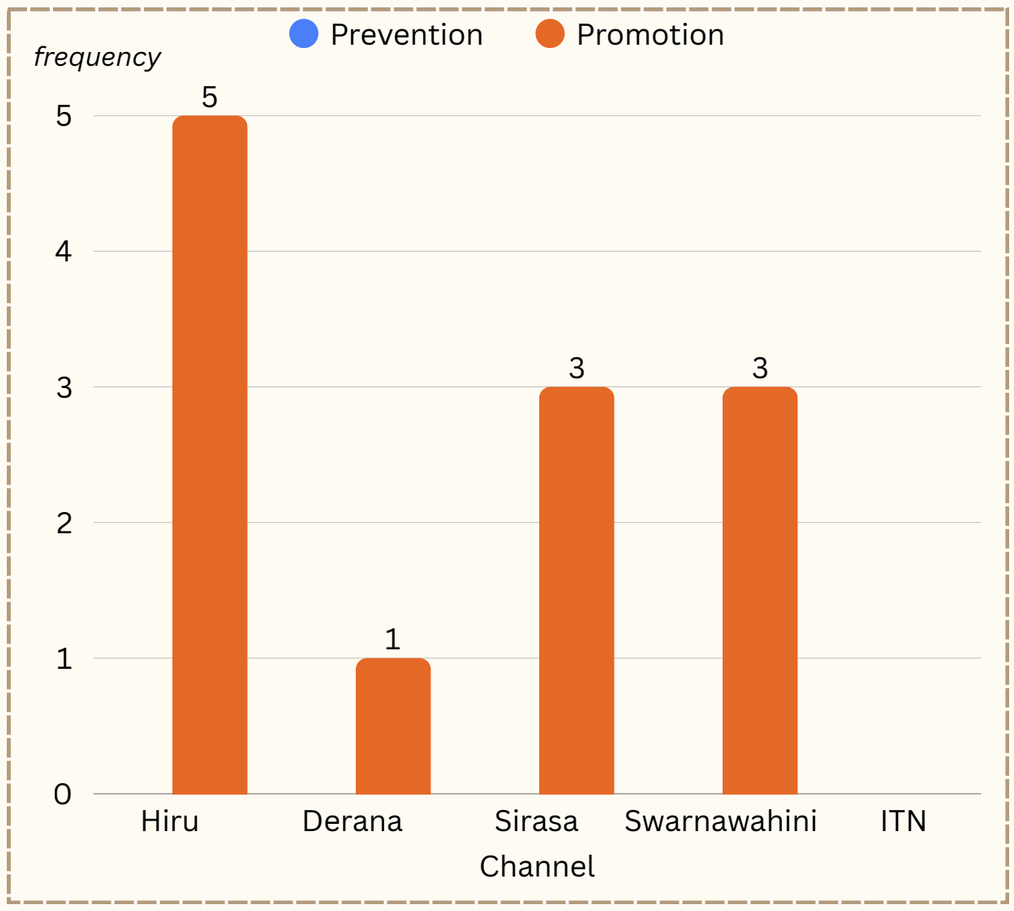
TELEDRAMA

The most popular teledramas which were telecasted during prime time were selected for analysis.

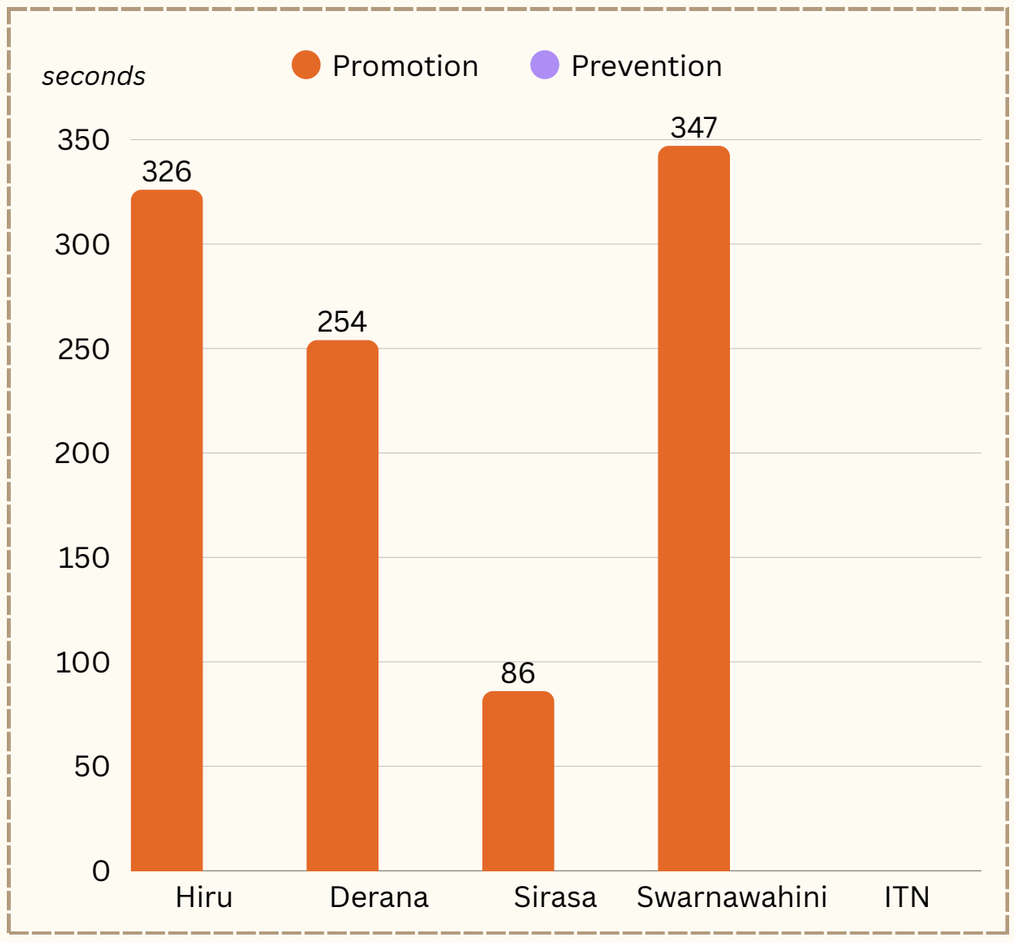
Weekday	
ITN	*Mal Bigun*
Swarnawahini	*Bolt anayak*
Derana TV	*Husmak lagin*
Hiru TV	*Pata kurullo*
Sirasa TV	*Ahankara adare*

Weekend	
ITN	*Asandimitha*
Swarnawahini	*Weli kadadhahi*
Derana TV	*Sihina thaala*
Hiru TV	*Sonu mandara*
Sirasa TV	*Yak bedi gedara*

Promotion and Prevention Frequency



Teledrama Duration



Drug Type

