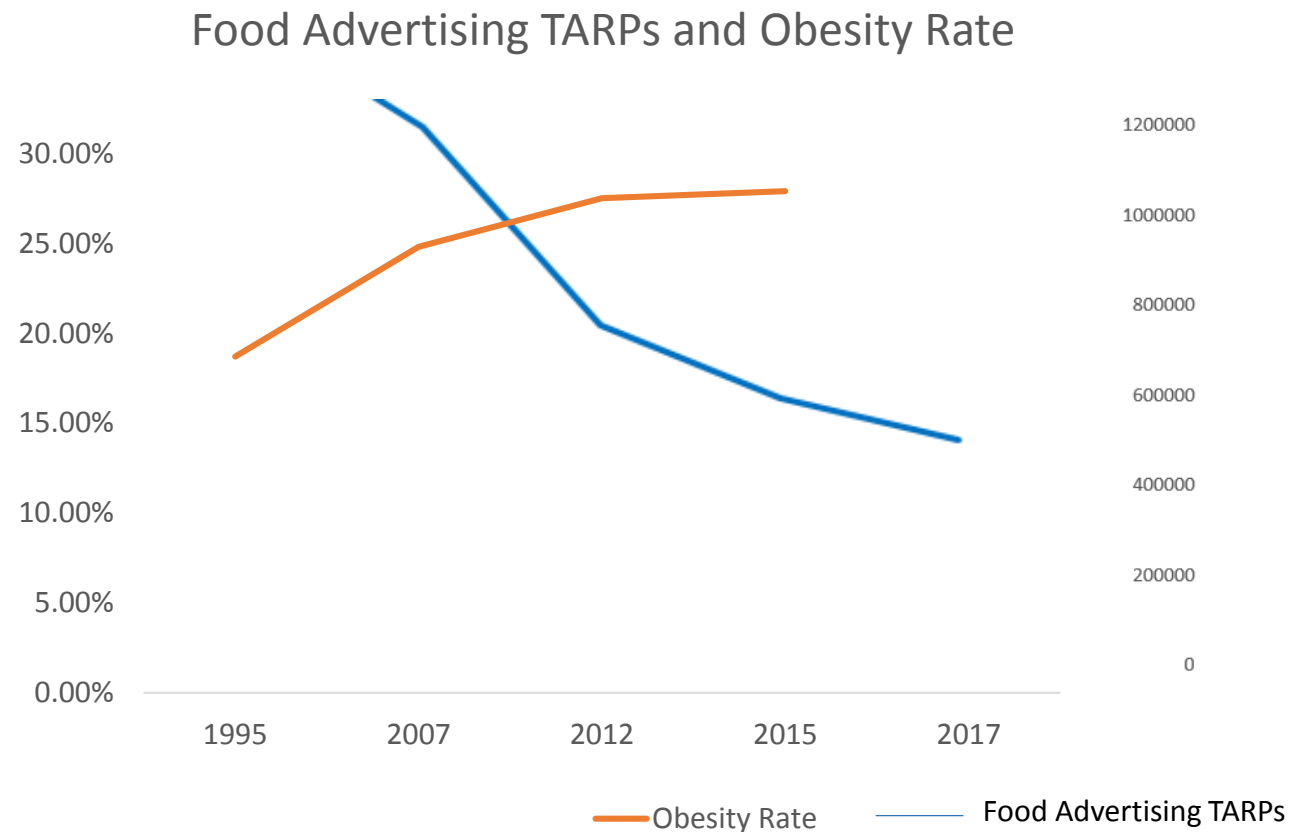


# TV Advertising is not driving Obesity

*Food TV advertising has declined by 59% over 12 years as Obesity has headed in the opposite direction*

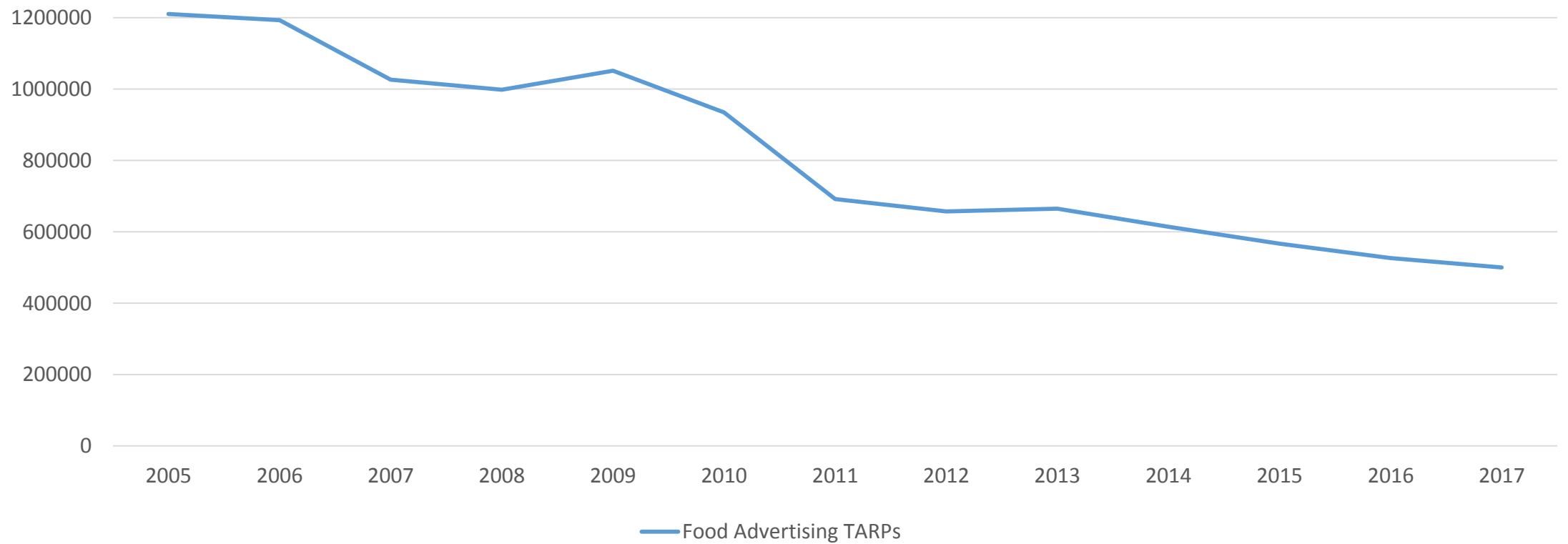


Source: Australian Bureau of Statistics, Australian Healthy Survey 2014/15 (4364.0)

Source: Nielsen AdIntel

TARP (Target Audience Rating Point): The average viewing audience for a demographic expressed as a percentage of the relevant Universe Estimate. TARPs measure how well your advertising is reaching the audience. TV shows that 'rate well,' delivering higher ratings have higher TARPs. Size of audience, advertising expenditure and number of 'spots' are all factors of TARPs.

## Food Advertising TARPs



## Obesity Rate

