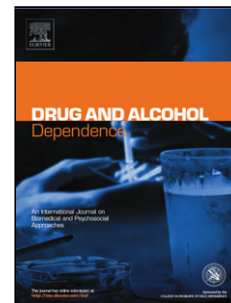


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**Media alcohol advertising with drinking behaviors among young adolescents in Taiwan**

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**Highlight**

- TV, in-store display, and website are common channels for alcohol ads exposure.
- Exposure to TV alcohol ads may increase drinking initiation in early adolescence.
- Exposure to ads on the website and radio may elevate occasional drinking.

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