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Title: Television advertising of food during children's programming in Nepal

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1 (a) Article Title: Television Advertising of Food during Children's Programming in Nepal

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13 Highlights

- 14 • In Nepal, 57 hours of children's television programming were recorded.
- 15 • 1,203 food commercials were analyzed for nutrient content and marketing appeals.
- 16 • 70% of commercials advertised foods had high saturated fat, sugar, and/or sodium.
- 17 • Every commercial featured a children-directed appeal (e.g., animated effects).

18

19

20 Abstract

21

22 *Objective:* The World Health Organization has recommended that advertising of unhealthy food
23 to children decrease in quantity (exposure) and efficacy (power). The degree to which marketing
24 practices align with these recommendations varies across countries. The purpose of this study is
25 to describe the television food marketing landscape that children experience in the South Asian
26 country of Nepal.

27 *Research Methods & Procedures:* Commercials from 57 hours of television were recorded from
28 three channels during hours that children's programming was played. In a content analysis of

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