

Table 2 Placement of advertisements on TV and in print media

Placement of advertisement	% (n)
Television (n=461)	
Between programmes	72.7 (335)
During Children's cartoon film	13.2 (61)
During Children's song	11.5 (53)
During an entertainment programme	2.6 (12)
Print media (n=258)	
Sports supplement	27.9 (72)
Advertisement supplement	21.7 (56)
Economic supplement	17.8 (46)
News section	12.4 (32)
Local news page	10.1 (26)
First page	5.8 (15)
Children's section	1.2 (3)
Others	3.1 (8)