

A WHOLE YEAR DATA OF TOBACCO-SPONSORED SPORT TELECASTS BEAMED TO ASIA

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From August 1, 1998 to July 31, 1999 a continuous TV monitoring and systematic studies revealed a total 1,237 hours airing time of 24 tobacco-sponsored sport and 3 sport news programs transmitted by satellite to Asia. There were 1620 editions showing cigarette logos 40,344 times lasting 213,556 seconds. The prime-time advertising value of the total duration of cigarette exposure was US\$25,395,730. ESPN produced and aired 9 programs lasting 252 hours. Star TV. Owned by Rupert Murdoch' News Corps, produced and aired 15 programs lasting 626 hours.

F1 telecasts showed cigarette logos 12,169 times - the most frequent of all programs – with total logo exposure of 669 minutes, also the longest Asian Football Show was second both in frequency and duration of brandname appearances.

Numerous studies have shown that young people who watches tobacco-sponsored sports are more likely to become smokers. The transnational cigarette makers have been pushing tobacco via satellite transmission to more than 300 million viewers in 53 countries in and around Asia, knowing that in the third world there is great vulnerability of the target population who are mainly young adolescents in search of an identity.