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# CNA NEWSLETTER

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## The CNA President on the priorities for 2008



*Rasvan Popescu, President of  
the Council*

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*"We will intensify our  
efforts to decrease the  
amount of violence that  
is broadcast on TV"*

*Rasvan Popescu,  
President CNA*

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**For CNA, 2008 is a year of important projects.** First of all, we are planning to put into Romanian legislation the new EU Directive on Media Services. It is a priority that the Romanian legislative framework adapts quickly to the ever-changing environment in which modern broadcasters operate - especially with regard to digitalisation and online content.

This year we will intensify our efforts to decrease the amount of violence that is broadcast on TV during those hours when children are exposed to it. This measure may involve the raising of the financial penalties that we are sometimes obliged to apply.

We will continue our partnership with the Romanian Academy for the purpose of improving the quality of the spoken Romanian language used on the air, and we will continue to fine those channels which continue to present unacceptable mistakes in their diction.

2008 is an electoral year and we will do all we can to help maintain a civilized public debate on the airwaves, and to ensure the public interest and the law are respected.

## "49% of public recognise CNA's campaign message - DON'T LET YOUR CHILD BE EDUCATED BY TV"

According to an "Omnibus" poll carried out in December 2007, by IMAS, 49% of the Romanian population are aware of CNA's public awareness campaign message - Don't let your children be educated by TV.

The same survey found that 99% of those who were aware of this message were in agreement with it. Increased trust in CNA as an institution was also noted.

CNA's TV Spots (which can be seen on YouTube) were broadcasted over 2000 times on the following channels: Antena 1, 2 and 3; TVR1, TVR2 and TVR Cultural; Prima TV, Pro TV, Realitatea TV, National Geographic, Euforia, Sport Klub, National TV and N24.

## “The impact of advertising on children – a national survey”

### *An Audio Visual Study*

According to IMAS, the agency that won this Phare-funded research tender, “this type of study is the first of its kind in Romania.” A complete copy can be found at [www.cna.ro](http://www.cna.ro)

Based on interviews with 1530 persons, in households with children in the 6 to 15 year old range, the purpose of the study was to analyse the perception of children to advertising - and to measure its impact.

One of the first challenges a study of this nature faces is that of comprehension: do the children know what advertising is? Can they differentiate between the advertising of goods and services, as opposed to the fictional material that most children watch on a daily basis.

In order to test children's awareness of advertising they were tested against different types of brands. The best-known brands types of adverts are for food products (20% of the children were able to identify certain food brands), followed by toys (16%) and juice (5%). It was also noted that 56% of those interviewed eat sweets daily, 30% drink juice and 22% consume snacks (milk is also popular and 59% of the sample say they drink it on a daily basis).

In terms of the “consumption” of advertising, an estimated 68% of children in the age range watch adverts, but it is noticeable that the younger the children the more ads they watch and the older the children the more sceptical they are of advertising in general.

What do children do when advertising comes on the TV? This was assessed in the study and it was found that 50% of the children keep watching the TV while 34% change channels and 11% leave the room. An estimated 80% of Romanian children watch TV on a daily basis and the most popular type of programme is (overwhelmingly) cartoons.

The children were asked what they thought of TV ads and 58% said they consider them “nice” (frumoase) while 28% don't appreciate them. By far the most popular type of ads are the amusing ones (45%) and the second most popular type of ads use popular cartoon characters

When asked what in particular they like about the ads, the most popular aspect was the “atmosphere” (with 31% prioritising this point). Atmosphere is defined in this context as the music, the landscape and the attitude of the main characters. The other things that children like about the ads are the product (25%), the characters (19%) and the story or narrative (12%).

The role of advertising as an educational factor is analysed in the study and children were asked who they trusted more when it came to the issue of unhealthy food. An overwhelming majority of the children interviewed (92%) said they would place their trust in their parents when it came to appropriate food, and only 2% would trust advertising (and only 4% for teachers).

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*According to the study,  
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children trust their  
parents to advise them  
about good and bad food  
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trust ads*

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*An abstract drawing by a 5 year old*

## "The impact of advertising on children – a national survey...continued"

How aware are Romanian children about health issues? When it comes to consumption of foods it can be confirmed from this study that 32% of the children know about the risks of too much fat, 32% know about the effects of sugar and 32% know about salt. Even more of the children know about the risks of smoking and drinking alcohol.

The effect of advertising on the purchase of goods was analysed and the subjects were asked what are the most important factors when it comes to making a purchase: 64% replied that the "family opinion" is the decisive factor, 24% said price and only 6% said advertising. However, this was contradicted by another result – 72% of respondents said they would like to buy a particular product after seeing it advertised.

Advertising does not seem to be very popular among Romanian children, with 81% declaring that there is too much of it on TV – and only 1% saying there is too little. When asked what they feel when watching an ad, 37% are "bored", 22% are "indifferent", 19% "curious", 13% "annoyed" and only 7% say they watch ads with "pleasure".

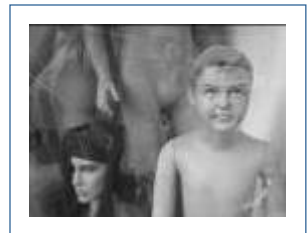
However, this response is tempered by a practical acceptance of advertising as a useful means of helping to make purchasing decisions: 50% of responders agreed with the statement that advertising helped to make purchasing decisions while 45% disagreed.

### Do you agree with the following statement?

- 41% of those interviewed agreed with the statement "advertising is essential for the modern economy"
- 67% agreed with the statement "advertising results in people buying things they don't need"
- 57% agreed with the statement "adverts can be hard to understand sometimes"
- 53% agreed that ads were sometimes too noisy
- 58% disagreed that ads are "too violent" and 52% disagreed that "advertising resulted in delinquency"
- 58% disagreed that ads "use too much sexual imagery"

The impact of advertising on parents was also evaluated as part of the study. Just under half of the parents interviewed stated that advertising had no effect on their children (while 29% said it had an unfavourable impact). Particularly interesting was the age range in which children are most attracted to adverts: parents estimate that the 3 to 4 year olds are three times more attracted to ads than those over 5 years old.

A big majority of parents think that there is too much advertising on TV while only 12% think the quantity is suitable.



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*IMAS survey*

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## NEWS AND UPDATES



*This image was seen on TV, billboards and in cinemas*

### "CNA's social campaign- results"

In order to raise awareness about the risks of exposing children to inappropriate TV programmes CNA commissioned TV & Radio spots, an outdoor poster campaign in 5 cities, a brochure for primary school children and postcards.

Part of the results of the campaign can be seen on page 1 of this newsletter, but the following information helps to complete the picture:

- The radio spots were broadcast 486 times by national radio stations
- 87 outdoor billboards were installed in Bucharest, Brasov, Cluj, Iasi, Constanta and Timisoara.
- The TV spot was screened in cinemas 1,772 times to an audience of 93,688

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### Public Broadcasters – under review by European Commission

The European Commission recently launched a public consultation on the future of funding for state broadcasters.

Brussels hopes to explore the role of public broadcasters in the new media environment. Specifically, it would like the process to investigate what it terms "overcompensation" and "cross-subsidies for commercial activities" by public broadcasters.

In the last few years, public service broadcasters such as the BBC in the UK, NOS in the Netherlands, and ARD and ZDF in Germany have repeatedly come under attack from their commercial rivals, who hope European competition regulations can be used to begin to dismantle the old structures of state financing.

Source: [www.EUObserver.com](http://www.EUObserver.com)

### "TV Without Frontiers is dead! Long live Audiovisual Media Services Directive"

After four years of negotiations, in November 2007, the Audiovisual Media Services Directive was adopted. The new legislative document is updated to represent the most modern technologies. It also reaffirms the "Country of Origin Principle" for all international media providers.

"The directive gives more flexibility to a series of rules and opens new opportunities in the advertising field, it specifies new actors in the internet domain and it creates some new obligations." Ioana Avadani, Center for the Independent Journalism, writing in Dilema Veche.

The new EU Directive is available at: [http://ec.europa.eu/avpolicy/reg/tvwf/modernisation/proposal\\_2005/index\\_en.htm](http://ec.europa.eu/avpolicy/reg/tvwf/modernisation/proposal_2005/index_en.htm)