



Advertising to Children on TV: Content, Impact, and Regulation

Barrie Gunter, Caroline Oates, Mark Blades

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Concern is growing about the effectiveness of television advertising regulation in the light of technological developments in the media. The current rapid growth of TV platforms in terrestrial, satellite, and cable formats will soon move into digital transmission. These all offer opportunities for greater commercialization through advertising on media that have not previously been exploited. In democratic societies, there is a tension between freedom of speech rights and the harm that might be done to children through commercial messages. This book explores all of these issues and looks to the future in considering how effective codes of practice and regulation will develop.

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