

**Center on Alcohol Marketing and Youth: Advertising Expenditures on Cable Television**

**Table W1: Cable TV Spending by Beverage Type, 2001-2006**

<b>Year</b>	<b>Beer and Ale</b>	<b>Distilled Spirits</b>	<b>Alcopops</b>	<b>Wine</b>	<b>Total</b>
2001	\$ 122,064,382	\$ 5,186,178	\$ 11,517,209	\$ 18,029,058	\$ 156,796,827
2002	\$ 118,490,242	\$ 13,851,156	\$ 39,393,783	\$ 43,152,988	\$ 214,888,169
2003	\$ 158,000,246	\$ 33,853,439	\$ 19,918,026	\$ 20,937,589	\$ 232,709,300
2004	\$ 232,665,261	\$ 66,829,863	\$ 16,975,936	\$ 13,989,595	\$ 330,460,655
2005	\$ 277,423,543	\$ 119,138,598	\$ 22,402,147	\$ 18,332,571	\$ 437,296,859
2006	\$ 190,273,262	\$ 139,745,230	\$ 21,955,537	\$ 15,758,083	\$ 367,732,112
2001-2006 % Change	56%	2595%	91%	-13%	135%

*Source: Nielsen Media Research*

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