Reviewer's report

Title: An analysis of the potential barriers and enablers to regulating the television marketing of unhealthy foods to children at the state government level in Australia

Version: 2 Date: 23 October 2012

Reviewer: Samantha Graff

Reviewer's report:

I appreciate the care with which the authors considered and addressed the comments from Jennifer and me. I just have two minor bees in my bonnet that remain.

-It's helpful that "in Australia" was added to the title but I still think the title promises more than the article contains. If the authors don't want to refer to stakeholder perceptions in the title, then I would recommend dropping the word "the" before "potential barriers."

-With regard to "food industry power," I think it's important to clarify when/whether this is about power to prevent regulation vs. power to get around regulation once it has been enacted. Suggesting "comprehensive regulation" as an approach to overcoming food industry power makes sense if we are talking about the possibility of industry taking advantage of loopholes in underinclusive regulation, but it does not make sense if we are talking about industry power to prevent regulation because the more comprehensive the proposed regulation, the stronger industry will come out against it.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests.