Reviewer's report

Title: Inverting the pyramid! Extent and quality of food advertised on Austrian television

Version: 1 Date: 20 July 2015

Reviewer: Tanya Horacek

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Peer Review for
Inverting the Pyramid: Extent and quality of food advertised on Austrian television
Due 7/21/15

Abstract
line 25- are sure you want to use the word screening
line 27 you actually did not categorize the non-food items
line 34 Sentences should not start with a # 92.4%
line 38 this does not make sense “64.7 of the displayed food (missing the word advertisement??) featured … confusing does not match what you convey in your results (line 257… so is this in general – all adds) really only 10% passed
line 41 rewrite – don’t use “we showed…. To causal
line 42 you say permitted don’t you mean prohibited?- contradicts what you said regarding the 95.9%

Background
Good use of literature to support your study
Line 49 “character?”
Line 59 The effect of TV on eating habits was shown
Line 68 reword – oddly worded… “and before ….came into force”
Line 70 “To the best of our knowledge” – reword to casual
Line 115 arraange (spelling)

The current study
Line 128- What is the difference between the 2012 guidelines and the extension guidelines for the EU Pledge based upon the summary you shared in lines 115-125??
Lines 134-136 (ii and iii) might be assumed given your purposed but you should make it more clear in your purpose how you compared your data to the EU Pledge Nutrition Criteria not just the Austrian dietary guidelines and Food Guide Pyramid (reference needed)
Methods

Line 141 Did both coders do step 2?

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line 158 (cite studies)

line 175 sentence hanging method adapted from…

line 177-180 so IRR is only for categorization of commercial and audience orientation?—not for the food categorization??

Line 197—would these other foods fall into a category or mix of categories?

What happens to foods of mixed categories?

Line 198-199 so you only ranked or categorized the commercials with the most frequent online air time?

Line 200 How do you pass a category criteria?

Line 201 How were the products analyzed by “means” of nutrient profiling?

Line 210 – screening frequency—don’t you mean air-time

What stats did you use to compare nutrient values?

Results—if you picked channels that were really geared toward children- it seems very unusual that only 15% of the ads would be oriented toward children.

Line 241- How did you decided upon the 290 food advertisements to be included in the nutrient analysis?

Line 297-300 confusing—make this statement more clear

Figure 3 should convey how well foods met nutrient criteria.

Very odd- given the number of commercials—less than 20 foods were nutrient analyzed.

Level of interest: An article of importance in its field

Quality of written English: Needs some language corrections before being published

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:

'I declare that I have no competing interests'