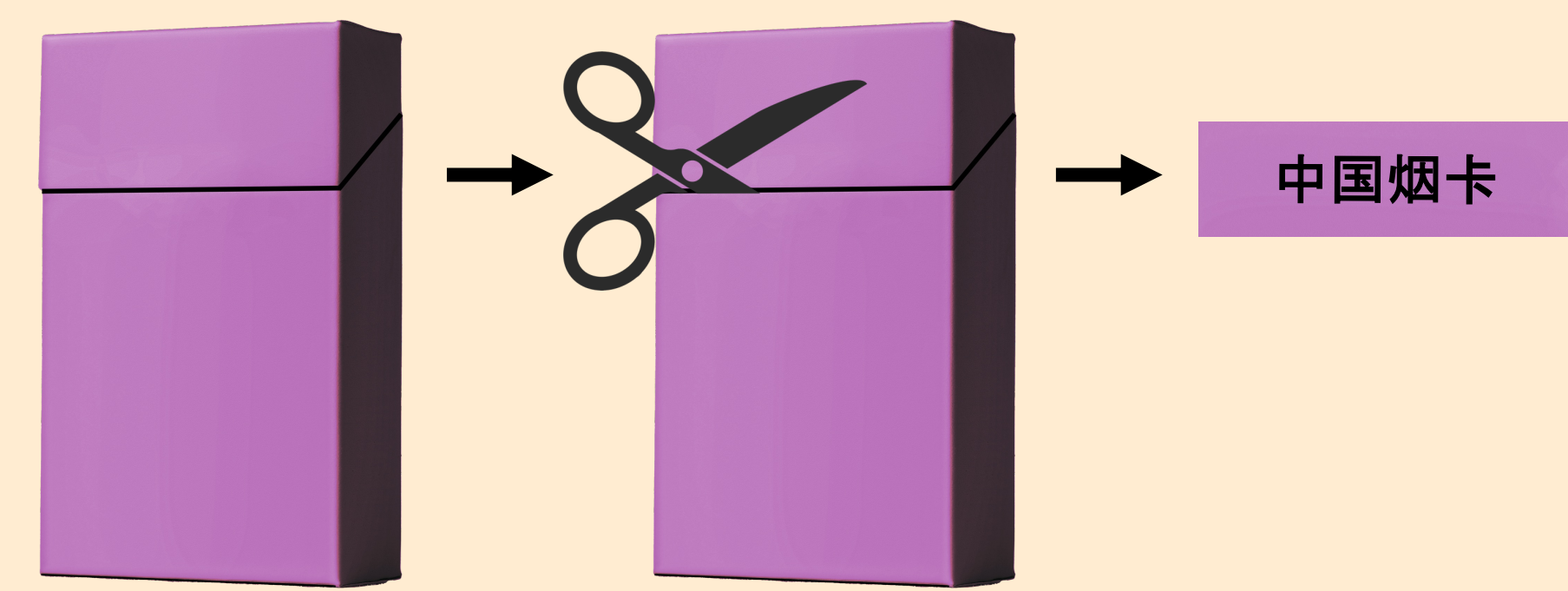


Cigarette Cards on YouTube: Tobacco Marketing Insights

Background

Cigarette cards, popular among youth in China for games and trading, are cut-outs of the top portion of a cigarette pack, which commonly contain the cigarette brand name.



YouTube prohibits videos of minors using “harmful or dangerous” substances but does not explicitly ban cigarette card content. This study described cigarette card videos on YouTube.

Methods

- Identified and reviewed the 10 most-viewed YouTube videos about cigarette cards (watched on Nov 19, 2024) using search terms “中国烟卡” and/or “cigarette cards”
- Coded for:
 - presence of age verification
 - duration that cigarette cards were shown
 - duration that individuals played with cigarette cards
 - duration that cigarette packs were shown
 - display of cigarette brands
- Calculated duration as a percentage of the total video length

Cigarette card videos on YouTube are indirect tobacco marketing



Image sources:
<https://www.youtube.com/watch?v=uyzVpyINzYE> (right)
<https://www.youtube.com/shorts/v2LjrnwBYuQ> (left)

Results

- Number of views ranged from 7,245 to 80,989 (median=10,765)
- Duration of videos ranged from 22 seconds to almost 4 minutes (median=126 seconds)
- None required age verification
- All videos displayed cigarette cards featuring brand names
 - Visible for an average of 76% (range: 14–100%) of the total video duration
- 6 of the 10 videos showed individuals interacting with the cards
 - Visible for an average of 38% (range: 14–100%) of the total video duration
- 2 of the 10 videos showed cigarette packs
 - Visible for 9% and 44% of the total video duration

Conclusions

Given YouTube’s lack of required age restrictions for videos featuring cigarette cards, minors could be exposed to this indirect tobacco marketing.

To mitigate this risk, YouTube could treat “cigarette cards” and all contents related to tobacco marketing as tobacco-related products and apply the same restrictions as those for tobacco.

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	Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
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