

Continued from p.21

standard, if we disregard the impairments the converter/remodulator will introduce. Modular construction is commonplace for professional equipment, but there are very few examples of modular construction in the price-sensitive consumer products market. Furthermore, it can only work if there is standardisation of the module interfaces at the outset.

The future receiving system should allow for a variety of transmission systems to enter the home with much the same simplicity as electricity. A variety of different electrical appliances can use a common connection to the power

supply; so to should it be possible for a display device, video recorder, or audio unit to access a common program bus. The transmission specific electronics would be a single box terminating at the household like an electricity meter. With a flexible system like this the consumer would be free to use display devices suited to the viewing application and would not require separate 'black boxes' for each receiver and service. To achieve this, standardisation of the 'bus' and 'interface' will be needed.

We need an 'open systems' approach that accommodates future development and one which can be shared by all types of home electronics.

CONCLUSION

DTTB will provide the means to take broadcast television through to the twenty first century. It will provide a platform for further developments that will enhance the system and the viewing experience. While it will present a substantial technical, economic, and programming challenge for broadcasters, it will also provide the means for them to compete with the new range of digital services that will be competing to deliver information, entertainment and other services to the public via the home and office video screen.



CHILDREN AND ADVERTISING: A FAIR GAME?

The 'Children and Advertising: a fair game?' conference in July was presented by Young Media Australia and sponsored by the ABA, the Institute for Values Research and the Federal Bureau of Consumer Affairs. The conference examined the issue of advertising directed at children.

Held in Sydney, the forum brought together interested parties including advertisers, broadcasters, community groups and regulators. The objective was to raise community, government and advertising industry awareness of children's needs concerning advertising and to consider the effectiveness of existing regulation.

Different perspectives were offered

on the issue by a number of participants, including two academics from North America, Dr Dale Kunkel, Associate Professor of Communications, University of California, Santa Barbara, USA and Dr Andre Caron of the Centre for Youth and Media Studies, University of Montreal, Quebec, Canada.

The diverse presentations covered the existing regulatory framework, ethics, child development issues, the Canadian experience and avenues for action. Much of the debate centred on advertising aimed at children during programs directed towards the child audience. Discussion also focussed on young children's ability to distinguish between programs and non-program matter, and whether they would pos-

sess the cognitive skills to understand the persuasive intent of advertisements.

The forum culminated in a series of workshops to consider research, education, economics and legalities of advertising directed at children. The conference aimed at establishing a common ground from which all parties could work together to consider the issue more closely.

The conference was followed by a half day workshop, 'Children And Advertising: Future Directions', bringing together key players and experts in the field of advertising directed at children. The next edition of *ABA Update* will report on the outcomes of the workshop.



PROGRAMS GRANTED C OR P CLASSIFICATION

The following table contains programs granted C or P classification by the ABA between 15 June and 15 July 1994. Producers interested in submitting programs for classification should contact Liz Gilchrist on (02) 334 7840.

TITLE	ORIGIN	CLASS- IFICATION	NEW/ RENEWAL	DECISION DATE	APPLICANT
A*MAZING (Series 2)	Australia	C	new	27.6.1994	Southern Star Entertainment Pty Ltd
EYEWITNESS	UK	C	new	5.7.1994	MC Stuart and Associates
LITTLE MERMAID; THE (Series 2)	USA	C	new	4.7.1994	The Seven Network Limited
OCEAN GIRL 2	Australia	CAD	new	28.6.1994	Westbridge Productions Pty Ltd
SHIP TO SHORE 2	Australia	PRC	new	4.7.1994	Barron Films (Television) Limited