



## ■ No outer limit for TV marketplace

JAKARTA: The regulation of television can no longer be a domestic preoccupation alone, Mr Peter Webb, Deputy Chairman of the ABA said on December 8.

'Television delivery is now ubiquitous, effortlessly crossing national boundaries. An international dimension has been added and the responsibility of regulators everywhere is to cooperate with others,' he said.

Mr Webb was addressing a seminar on 'Television Development in the Asia-Pacific Region', organised by the Indonesian Department of Information and the Singapore-based Asian Mass Communication Research and Information Centre.

Regulatory co-operation, in the form of information exchange, training, agency arrangements and secondment is already taking place, Mr Webb said. The ABA expects to conclude formal memoranda of understanding with its counterparts in the USA, Canada and the UK next year, with others to follow.

'These arrangements, together with educational and information strategies will not only serve to minimise inadvertent problems, but will make clear what is acceptable on a country by country basis,' he said.

With the introduction of an 'open skies' policy on satellite broadcasting in Australia from 1 July 1997, Mr Webb outlined details of the ABA's strategy for informing would-be satellite operators and broadcasters about Australian laws.

'Broadcasters have freely entered into discussions with the ABA about their plans. Satellite operators have undertaken to pass on to their clients information about Australia's regulatory scheme and some of those responsible for licensing operators have indicated a preparedness to co-operate with the ABA,' he said.

Governments have also been very responsible in this area too, Mr Webb said, citing the example of Hong Kong, which has passed legislation which requires satellite broadcasters uplinking from the colony to respect the program regulations and sensibilities of the countries they broadcast into.



For a full copy of Mr Webb's speech to the 'Television Development in the Asia-Pacific Region' seminar and accompanying paper, contact Melanie Parker on (02) 334 7802.

## ■ Central Coast Cablevision gets pay TV licences

SYDNEY: The ABA has allocated ten licences for non-satellite pay TV broadcasting services to Central Coast Cablevision Pty Limited (Cablevision).

Cablevision has indicated that it intends to deliver its pay TV services via cable to the Central Coast region of New South Wales.

The licences have been allocated on the basis of one licence per proposed service. The ABA takes a service to be a single stream of programming material.

'The ABA examined the shareholding structure of the company and found it complied with the foreign ownership provisions of the Broadcasting Services Act', said Mr Brian Johns, ABA Chairman. 'In addition, the ABA found no reason to regard the company as being unsuitable to be allocated pay TV licences'.

Current holders of cable pay TV licences are: Access Cable Television Limited (110 licences); Access Cable TV (Northern Rivers) Pty Ltd (4); Cable Television Services Pty Ltd (20); Central Coast Cablevision Pty Limited (10); Dergat Pty Ltd (4); Explorer Channel Pty Ltd (1); Home Show Cable Australia Pty Ltd (20); Multicom Australia Pty Limited (35); NRS Group Pty Ltd (13); Oberon Broadcasters Pty Ltd (10); Pacific Media Telecommunications Pty Ltd (18); Paynet Telecommunications Pty Ltd (8); Premier Cable Australia Proprietary Limited (43); Prime Media Developments Pty Ltd (45); Private Cable Network Pty Limited (34); Rowcom Holdings Pty Ltd (28); Star Vision Pty Limited (30); Visitor Publishing Group Pty Ltd (2); Wright Weller Rosenblum Pty Ltd (10).

## ■ Progress on technical planning guidelines

The ABA's Planning Branch received more than twenty submissions and comments in response to the *Draft Technical Planning Guidelines* issued in August 1994.

The comments are being reviewed and, because of the significance of some of these, consideration is being given to publishing a revised edition of the draft guidelines.

One of the most significant changes to the



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inclusion of the emission standards for FM radio, AM radio and UHF-VHF television services.

The ABA expects to circulate the revised draft guidelines for comment early in 1995, allowing a four-week period for comment.

## ABA visits Illawong school

SYDNEY: On 1 December 1994, Milica Loncar and Gillian Ramsay, both researchers with the ABA, were invited to visit Illawong Public School



in southern Sydney to talk to Year 6 students about television and the media. Both Ms Loncar and Ms Ramsay were co-authors of 'Cool' or 'Gross': *Children's Attitudes to Violence, Kissing and Swearing on Television*, which was published by the ABA in October 1994.

This monograph was the result of a year long research project which surveyed children in NSW schools on their views about television. Year 6 students at Illawong Public School had been studying media issues and were keen to find out more about what the ABA does and issues about children and television.

The students were encouraged to give their views on a wide variety of topics such as program ratings, the classification system, what sort of programs they liked or disliked, whether there were any rules in their household about watching television and what they thought about the news and current affairs. Parts of the questionnaire that were used in the kids research were also used with these Year 6 students.

Full copies of the questionnaire were made available to the school for future use by the teachers in Media Studies discussions. A clip from a C classified program was also shown to the students followed by a general discussion about the purpose of C programs on television. Both the teachers and the students enjoyed the visit from the ABA and the contribution to ideas for future class room discussions about television and the media.

As part of the ABA's commitment to consultation with the community and the broadcasting industry, the ABA's research section is available to present similar overviews of its research program to other educational institutions, as well as to other interested organisations. □

## Programs granted C or P classifications

**Programs granted a C or P classification by the ABA between 15 November 1994 and 6 December 1994. Producers interested in submitting programs for classification should contact Liz Gilchrist on (02) 334 7830.**

| Title  | Origin    | Clas | New/<br>renewal | Decision date | Applicant                 |
|--|-----------|------|-----------------|---------------|---------------------------|
| MAP RAP  | Australia | C    | new             | 24.11.94      | The Seven Network Limited |
| <b>CAD C Australian drama PRC Provisional C Clas. Classification</b> |           |      |                 |               |                           |