



# News Update

and child development experts with the objective of raising community, government, toy and advertising industry awareness of the impact on children's culture of product related programs and program length commercials.

The conference aimed to draw attention to the developmental needs of children, and to question the ethics of advertising and product related programs directed at children. There were a number of diverse presentations



At the PTC conference:

L-R: Mark Armstrong , ABC; Jennifer Hooks, Film Victoria; Lesely Osborne ABA; John Aitken, Mallesons, Stephen Jacques.

addressing the issue of the growth of toy related programs, questioning whether they are made to sell products rather than entertain or enhance the quality of children's lives.

Keynote addresses were given by Stephen Kline, Professor of Communications, Simon Fraser University, Vancouver, Canada and Angela Campbell, Professor of Law, Institute for Public Representation, Georgetown University Law Centre, Washington DC.

Professor Kline, author of *Out of the Garden, Toys and Children's Culture in the Age of TV Marketing* addressed the issue 'Making Toys Communicate: Promoting Excitement and Fantasy through Marketing' while Professor Campbell spoke on 'USA Perspectives on the Regulation of Toy TV Tie-ins'.

A number of local participants presented their perspectives on the topic. Presentations covered issues such as cartoon content in children's television, children's play and

television toys, the right to advertise, children's television regulations for programming and advertising, and free speech, jurisprudence and commercial free speech. The forum concluded with a discussion of future approaches to regulation in this area.

## PTC Conference

HAWAII: The Pacific Telecommunications Council's (PTC) annual conference provides a forum for the exchange of information by users and providers of communications services, policy makers and academics. The PTC is a non-profit, non-government organisation with world-wide membership, promoting the understanding and use of telecommunications in the Pacific hemisphere.


This year, the ABA participated in the conference for the first time when Lesley Osborne, Director Programs Services Branch, attended 'Convergence: Closing the gap' in Hawaii from 22-25 January.

The emphasis was on the importance of telecommunications in the social and economic development of the Asia Pacific region, the implications of technical developments for the role of governments and regulatory restructuring, financing and the social utility of these developments in individual cultures.

More than one hundred and twenty papers were presented at the conference proceedings, which have been placed in the ABA's Library. Topics covered included local and wide area networks, ATM, ISDN, broadcasting policy, cable television, competition/privatisation, new applications, development issues, distance learning, the International Telecommunications Union, satellites, personal communications systems, and regulatory issues.

Particularly relevant for the ABA were the sessions covering regulatory implications for the services, such as the overview of recently proposed frameworks to project multimedia IPR in Japan by Osamu Furatu of KDD.

Common themes of privatisation, competition and regulatory structures for telecommunications were examined as they related to a number of Asia-Pacific economies. Particularly interesting was the analysis of potential telecommunications opportunities in China created by the development of cable television, presented by Susan Scoenfeld, Advisers for International Media Asia Ltd.

Developments in mobile satellites, and the restructuring and possible privatisation of Intelsat were also key issues. 

At the PTC conference, L-R: Lesley Osborne, ABA; Tavake Fusimalohi, Tonga Broadcasting Commission; Blanche Salii, Palau National Communications Corporation; Taniela Tufui, Chief Secretary, Tonga.

