

Regulation of children's television—International comparison

	Australia	USA	UK	Canada	France	Singapore
Are there any regulations for children's television?	Yes Children's Television Standards (CTS)	Yes Children's Television Act 1990 (CTA) and amendments adopted August 1996	Yes Codes of Guidance 1990 Broadcasting Act	Yes Children's issues included in self-regulated codes relating to ethics, violence and stereotyping	Yes Article 15 of the 1986 Broadcasting Act: Conseil supérieur de l'audiovisuel guidelines include provisions for the protection of children	Yes The free-to-air TV Program Code contains guidelines on children's programs
Who monitors them?	Australian Broadcasting Authority (ABA)	Federal Communications Commission (FCC)	Independent Television Commission (ITC)	Canadian Broadcast Standards Council (CBSC)	Conseil supérieur de l'audiovisuel (CSA)	Singapore Broadcasting Authority (SBA)
Are regulations enforced?	Yes Enforced as licence condition	Yes As part of licence renewal	Yes Enforced as licence condition	Yes Part of licence renewal conditions	Yes • Cahiers des Charges (licence conditions) apply to the public channels • Conventions (agreements) apply to the private channels	Yes Enforced as licence condition
Are there children's television programming quotas?	Yes Calculated on an annual basis: • 260 hours of C (children's) programs including 130 hours of first release Australian C programs of which 32 hours must be drama, • 130 hours of Australian P programs	Yes • 3 hours a week of Children's programming (averaged over 6 months)	Yes • Channel 3 licensees – 10 hours a week of children's (including preschool) programs. • Channel 5 licensees – 14 hrs 40 min a week of children's programs, increasing to 15 hrs 10 min in year 6 of the 10 year licence	No	No However, private broadcasters must agree to broadcast a minimum number of hours of children's programming at least 17 hours of acquired children's programs per week	Yes SBA requires and funds the 4 free-to-air channels to produce and broadcast local children's programs in 4 languages, and broadcast at least 17 hours of acquired children's programs per week
Are children's programs pre-classified?	Yes ABA pre-classifies C and P programs applying a 'quality' test (CTS 2)	No	No	No	No Programs are identified with one of five coloured classification symbols	No
Any requirements on the content of children's programs?	Yes Under CTS 2, programs must be: • child specific • entertaining • well-produced • enhance understanding, and • appropriate for Australian children	—	Yes Programs must serve the educational and informational needs of children	Yes Programs should reflect the moral and ethical standards of contemporary Canadian society and encourage pro-social behaviour and attitudes. The depiction of violence within children's programming shall not be so realistic as to threaten young children, invite imitation, or trivialise the effects of violent acts	Yes Programs aimed at children and adolescents must 'help facilitate their entry into adult life'	Yes The programs aimed towards children should be info-educational in nature, promote socially desirable and positive values and abide by the Program Code. Under the Code there can be no violence, horror or sex in programs directed at children or scenes depicting undesirable lifestyles

Are there restrictions on children's advertising?	Yes	<ul style="list-style-type: none"> no advertisements in P programs 5 minutes of advertising in C programs clear presentation and content of advertisements separation of advertisements from sponsorship announcements restrictions on host selling and alcohol advertising 	<p>Yes ITC Rules on Amount and Scheduling of Advertising:</p> <ul style="list-style-type: none"> advertising limits of 10.5 min per hour on weekends and 12 mins per hour on weekdays restrictions on one 30 minute C and one P program every weekday in the C and P 'band' 	<p>Yes Broadcast Code of Advertising to Children includes:</p> <ul style="list-style-type: none"> restrict broadcast times of advertisements that may frighten or distress children or are clearly unsuitable restrict particular goods being advertised in or adjacent to children's programs e.g. alcohol and slimming products no host selling advertisements must not directly urge children to purchase goods no advertisements directed to children under 13 in Quebec 	<p>Yes Advertisements cannot:</p> <ul style="list-style-type: none"> exploit children's incredulity incite minors to put undue pressure on parents or others to buy product undermine children's confidence in parents/teachers. They must be distinguishable from program matter should not result in emotional or physical harm to children. should not promote unwholesome consumption of alcohol
	No	-	-	<p>Yes Public broadcasters must broadcast children's programs at time when kids can watch</p>	<p>Yes The broadcasters are required to broadcast children's programs at accessible time slots between 8 a.m. and 8 p.m.</p>
Any rules about when children's programs have to be shown?	Yes	<p>Children's programs must be broadcast between 7 a.m. and 10 p.m. at regularly scheduled times</p>	<p>Under the 1990 Broadcasting Act unsuitable material for children cannot be shown before 9 p.m.</p> <p>Code on violence highlights the special care needed for the young and the vulnerable</p>	<p>Under the 1990 Broadcast Act sex-role portrayal code requires sensitive role modelling</p> <ul style="list-style-type: none"> violence code includes provisions on the depiction of violence within children's programs 	<p>SBA has a Program Advisory Committee on children's programs which:</p> <ul style="list-style-type: none"> provides feedback on broadcast programs on both TV and radio, advises on the range and quality of children's programs, and gives its views on the validity of complaints received concerning children's programs
Other matters	The CTS include:	<ul style="list-style-type: none"> rules to prevent children from viewing unsuitable material. restrictions on prize giving and competitions 	<p>1996 rules include public information initiatives to give parents information about children's educational programs</p>	<ul style="list-style-type: none"> violent and erotic films cannot be broadcast between 6 a.m. and 10.30 p.m. appropriate warnings should be provided for unsuitable material private and public viewing committees to ensure programs comply with guidelines 	<ul style="list-style-type: none"> violent and erotic films cannot be broadcast between 6 a.m. and 10.30 p.m. appropriate warnings should be provided for unsuitable material private and public viewing committees to ensure programs comply with guidelines

International awards

Australian children's drama programs have been internationally recognised, winning many nominations and major awards. These are some winning C programs:

'Ocean Girl 4' (Jonathan M Shiff Productions)

- British Academy of Film & Television Arts (BAFTA) Awards, Best International Children's Program, 1998

'Ocean Girl 1' (Jonathan M Shiff Productions)

- Cable Ace Awards USA, Outstanding Children's Series Producer: Jonathan Shiff, 1995

'Ship to Shore 1' (Barron Films Ltd)

- New York Festival – Silver Plaque, Youth Category, 'Marty Goes Solo' 1995

'Ship to Shore 2' (Barron Films Ltd)

- Chicago International Film and Video Festival – Silver Plaque: Youth Category 1996

'No Worries' (Palm Beach Pictures Pty Ltd)

- Berlin International Film Festival 1994 – 1st prize
- Children's Festival 1994 Tokyo Children's Film Festival – Opening film
- 12th International Children's Film Festival of the Ruhr Germany – Adult Jury Prize

'Clowning Around 2' (Barron Films Ltd)

- New York Festival – Bronze Award, 1994

'Round the Twist 2' (Australian Children's Television Foundation Pty Ltd)

- Priz Jeunesse, 7–12 age category, Munich, 1994 – 'Little Squirt' episode

'The Silver Brumby' (Media World Features Pty Ltd)

- Cinekid International Film Festival – Most Popular Film
- Chicago International Children's Film Festival – Best Feature Film
- New England Children's Film Festival – Best Feature Film 1994

'Sky Trackers' – The Series (Australian Children's Television Foundation)

- Egyptian Film & Television Festival – Golden Cairo Award – Best Children's Drama 1994

'The Search for Treasure Island' (Grundy Television Pty Ltd)

- Grand Prix – The International Festival