

Television Program Standard (TPS) 23 for Australian Content in Advertising requires at least eighty per cent of advertising time broadcast each year by commercial television licensees, between the hours of 6.00 a.m. and midnight, to be used for Australian produced advertisements. Up to twenty per cent of total advertising transmission time (between 6.00 a.m. and midnight) is therefore available for the broadcast of foreign produced advertisements.

Compliance with the Australian content in advertising standard 1998

Commercials classification

Most advertisements are classified as Australian or foreign by Commercials Advice Pty Limited (CAD) which is wholly-owned by the Federation of Australian Commercial Television Stations (FACTS). CAD provides regulatory advice to advertisers and agencies in relation to television commercials. Advertising agencies submit advertisements to CAD for classification and are required to answer questions about compliance with TPS 23. They are also required to declare that the information they supply to CAD is correct.

Inclusion of New Zealand

TPS 23 meets the requirements of section 160(d) of the Broadcasting Services Act and is consistent with Australia's international obligations concerning New Zealand.

New Zealand commercials have fully qualified for the Australian advertising quota since 1981. New Zealand advertisements were included in TPS 23 not by reason of the Australian and New Zealand Closer Economic Relations Trade Agreement but in recognition of the trans-Tasman relationships that had developed under the previous regulation (TPS 18 and 19).

Compliance results


The compliance results for 1998 show that the level of foreign advertisements on commercial television remains well below the maximum amount of 20 per

cent of total advertising broadcast time allowed under TPS 23. Results for 1997 are included for comparison.

CAD commercial clearance information

The standard provides for a system of regulation based on advertisements actually broadcast rather than on the number of advertisements cleared by Commercials Advice Pty Limited (CAD). This approach recognises the different life-span of individual advertisements and the fact that some advertisements may be cleared by CAD but never appear on television.

CAD information is, however, a general indicator in relation to the issue of Australian and foreign advertising.

The number of commercials cleared by CAD in 1998 increased, but the percentage of foreign commercials remained the same in 1997 and 1998. 

<i>Amount of foreign advertising</i>		
Station	1997 %	1998 %
Seven network		
ATN	12.6	12.7
HSV	12.4	12.3
BTQ	11.5	11.3
SAS	10.6	10.2
TVW	9.8	9.4
Average	11.4	11.2
Nine network		
TCN	7.5	7.6
GTV	7.7	6.8
QTQ	7.4	6.5
Average	7.5	7.0
Ten network		
TEN	11.2	12.2
ATV	11.4	12.3
TVQ	8.2	10.3
ADS	9.8	11.2
NEW	8.4	9.2
Average	9.8	11.0

* Ten reported that NEW figures for 5 January–23 February 1997 were corrupt, and these figures have not been included in calculating the average figure for NEW in 1997.

CAD commercials clearance data

	1997	1998
Australian	32713	36609
Foreign	1554	1693
Exempt	5521	5104
Total	39788	43406
<i>Foreign % of total</i>	3.9%	3.9%

* Advertisements for imported cinema films, videos, recordings, live appearances by overseas entertainers and paid community service announcements are exempt from the standard.