

Australian content in TV advertising:

Compliance report for 2000

The Australian Content in Advertising standard requires at least 80 per cent of advertising time broadcast each year by commercial television licensees, between the hours of 6 a.m. and midnight, to be used for Australian produced advertisements. Up to 20 per cent of total advertising transmission time (between 6 a.m. and midnight) is therefore available for the broadcast of foreign produced advertisements.

All networks complied with the standard in 2000 with the amount of foreign advertising being well below the 20 per cent maximum allowed. In 2000, foreign advertising averaged 7.4 per cent of all advertising on the Nine network, 10.6 per cent on Seven and 10.5 per cent on Ten.

The figure for the Nine Network in 2000 decreased slightly with the 1999 figures (7.7 per cent). The percentage of foreign advertisements broadcast by networks Seven and Ten increased slightly from their 1999 levels (8.8 and 9.4 per cent respectively).

Compliance results

The 2000 compliance results for network stations are presented in the table together with results for the two previous periods.

Amount of foreign advertising broadcast

<i>Seven network stations</i>	<i>1998 (%)</i>	<i>1999 (%)</i>	<i>2000 (%)</i>
ATN Sydney	12.7	9.9	12.0
HSV Melbourne	12.3	9.7	11.7
BTQ Brisbane	11.3	9.3	11.0
SAS Adelaide	10.2	8.2	10.5
TVW Perth	9.4	7.1	7.7
<i>Seven network average</i>	<i>11.2</i>	<i>8.8</i>	<i>10.6</i>

<i>Nine network stations</i>	<i>1998 (%)</i>	<i>1999 (%)</i>	<i>2000 (%)</i>
TCN Sydney	7.6	8.4	8.8
GTV Melbourne	6.8	7.8	6.6
QTQ Brisbane	6.5	6.9	6.9
<i>Nine network average</i>	<i>7.0</i>	<i>7.7</i>	<i>7.4</i>

<i>Ten network stations</i>	<i>1998 (%)</i>	<i>1999 (%)</i>	<i>2000 (%)</i>
TEN Sydney	12.2	10.1	11.9
ATV Melbourne	12.3	10.8	11.4
TVQ Brisbane	10.3	8.6	10.4
ADS Adelaide	11.2	8.7	9.7
NEW Perth	9.2	8.7	9.3
<i>Ten network average</i>	<i>11.0</i>	<i>9.4</i>	<i>10.5</i>

CAD commercial clearance information

Most advertisements are classified as Australian or foreign by Commercials Acceptance Division Pty Limited (CAD) which is wholly owned by the Federation of Australian Commercial Television Stations (FACTS). CAD is a system for the provision of 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 the standard. They are also required to declare that the information they supply to CAD is correct.

CAD provides the ABA with information about the numbers of Australian and foreign commercials cleared each year. This assists the ABA in monitoring the Australian content of advertising. However the standard regulates advertisements actually broadcast by commercial licensees rather than the number of advertisements cleared by 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 commercials clearance data

Over the period there has been a steady increase in the number of Australian commercials cleared by CAD, and in the total number of commercials.

In 2000 foreign advertising represented 3.7 per cent of the total number of all advertisements cleared by CAD. The number of foreign advertisements cleared increased compared with the previous year, but there were still slightly fewer than in 1998.

Exempt advertisements

Advertisements for imported cinema films, videos, recordings, live appearances by overseas entertainers and community service announcements are exempt from the standard. The table shows that there has been a slight increase in the number of advertisements in the exempt category, close to 1998 levels.

Commercials cleared by CAD

	1998 no.	1999 no.	2000 no.
Australian	36 609	38 365	38 886
Foreign	1693	1459	1687
Exempt	5104	4672	5085
Total	43 406	44 496	45 658
Foreign (per cent of total)	3.9%	3.3%	3.7%

Australian and foreign produced commercials, by type

Type of commercial	Australian produced no.	Foreign produced no.
New	12 538	675
Revised	12 018	326
Tags or minor changes	14 192	681
Resubmitted (over 2 years old)	138	5
Total	38 886	1687

Australian and foreign commercials, by product category

The top five product categories for Australian commercials cleared by CAD in 2000 are retail, the entertainment categories (including restaurants, live shows and music), motor vehicle companies, communication and business equipment, and travel and accommodation.

The top five product categories for foreign commercials cleared in 2000 are motor vehicle companies, the entertainment categories, leisure (including toys and sporting goods), retail and cosmetics manufacturers.

