



A report on the Australian Content in Advertising standard shows that all networks complied with the standard in 2001, with the amount of foreign advertising being well below the 20 per cent maximum allowed.

Australian content in TV advertising: 2001 compliance

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 6.00 a.m. and midnight, to be used for Australian produced advertisements. Up to 20 per cent of total advertising

transmission time (between 6.00 a.m. and midnight) is therefore available for the broadcast of foreign produced advertisements.

All networks complied with the standard in 2001 with the amount of foreign advertising being well below the 20 per cent maximum allowed. In 2001, foreign advertising

averaged 7.5 per cent of all advertising on the Nine Network, 8.6 per cent on the Seven Network and 10.8 per cent on Network Ten.

The average for Seven in 2001 (8.6 per cent) is a significant decrease from the 2000 average (10.6 per cent). The average percentage of foreign advertisements broadcast by

Nine and Ten increased slightly from their 2000 levels (up 0.1 and 0.3 per cent respectively).

Compliance results

The 2001 compliance results for network stations are presented below together with results for the two previous periods.

Amount of foreign advertising broadcast

Seven Network station	1999 (per cent)	2000 (per cent)	2001 (per cent)
ATN Sydney	9.9	12.0	10.0
HSV Melbourne	9.7	11.7	9.6
BTQ Brisbane	9.3	11.0	8.7
SAS Adelaide	8.2	10.5	7.7
TVW Perth	7.1	7.7	6.8
Seven Network average	8.8	10.6	8.6

Nine Network station	1999 (per cent)	2000 (per cent)	2001 (per cent)
TCN Sydney	8.4	8.8	8.1
GTV Melbourne	7.8	6.6	7.3
QTQ Brisbane	6.9	6.9	7.0
Nine Network average	7.7	7.4	7.5

Ten Network station	1999 (per cent)	2000 (per cent)	2001 (per cent)
TEN Sydney	10.1	11.9	12.0
ATV Melbourne	10.8	11.4	12.1
TVQ Brisbane	8.6	10.4	11.3
ADS Adelaide	8.7	9.7	7.7
NEW Perth	8.7	9.3	10.7
Ten Network average	9.4	10.5	10.8



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

In 2001 foreign advertising

represented 2.7 per cent of the total number of all advertisements cleared by CAD, compared with 3.7 per cent for the previous year (and 3.3 per cent for 1999).

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.

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 indicates that there has been a decrease in the number of advertisements in the

exempt category, back to 1999 levels.

Comparison by product category

The top three product categories for Australian commercials are retail, the entertainment categories (including restaurants, live shows, music etc), and motor vehicles.

The top three product categories for foreign commercials are motor vehicles, leisure (including toys and sporting goods), and toiletries and cosmetics manufacturers.



Total number of commercials broadcast

	1999	2000	2001
Australian	38365	38886	41498
Foreign	1459	1687	1276
Exempt	4672	5085	4699
Total	44496	45658	47543
Foreign (per cent of total)	3.3 per cent	3.75 per cent	2.7 per cent

Comparison of commercials by type

Type of commercial	Australian Produced	Foreign produced
New	13579	581
Revised	12568	279
Tags or minor changes	14405	374
Other*	738	39
Resubmitted (over 2 years old)	208	3
Total	41498	1276

* 'Other' includes billboards, charity or public service campaigns