

Australian content in television advertising

2002 compliance report

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 am 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 2002 with the amount of foreign advertising being well below the 20 per cent maximum allowed. In 2002, foreign advertising averaged 8.3 per cent of all advertising on the Seven network, 8.6 per cent on Nine, and 9.8 per cent on Ten.

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.

Compliance results

The 2002 compliance results for network stations are presented below together with results for the two previous periods.

Amount of foreign advertising broadcast

Seven network station	2000 (%)	2001 (%)	2002 (%)
ATN Sydney	12.0	10.0	9.7
HSV Melbourne	11.7	9.6	8.9
BTQ Brisbane	11.0	8.7	8.7
SAS Adelaide	10.5	7.7	6.9
TVW Perth	7.7	6.8	7.2
<i>Seven network average</i>	<i>10.6</i>	<i>8.6</i>	<i>8.3</i>
Nine network station	2000 (%)	2001 (%)	2002 (%)
TCN Sydney	8.8	8.1	8.9
GTV Melbourne	6.6	7.3	8.6
QTQ Brisbane	6.9	7.0	8.3
<i>Nine network average</i>	<i>7.4</i>	<i>7.5</i>	<i>8.6</i>
Ten network station	2000 (%)	2001 (%)	2002 (%)
TEN Sydney	11.9	12.0	10.8
ATV Melbourne	11.4	12.1	10.4
TVQ Brisbane	10.4	11.3	9.7
ADS Adelaide	9.7	7.7	8.7
NEW Perth	9.3	10.7	9.3
<i>Ten network average</i>	<i>10.5</i>	<i>10.8</i>	<i>9.8</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 Commercial Television Australia. 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 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

CAD commercials clearance data

In 2002 foreign advertising represented 2.5 per cent of the total number of all advertisements cleared by CAD, compared with 2.7 per cent for the previous year (and 3.7 per cent for 2000).

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.

	2000	2001	2002
Australian	38886	41498	46846
Foreign	1687	1276	5201
Exempt	5085	4699	1356
<i>Total</i>	<i>45658</i>	<i>47543</i>	<i>53403</i>
<i>Per cent of total</i>			
Foreign	3.75%	2.7%	2.5%

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 significant decrease in the number of advertisements in the exempt category.

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Review of the Guidelines for C and P classification

The ABA has commenced its review of the Guidelines for assessing programs for C and P classification.

The review was flagged in the recently concluded review of the Australian Content Standards (ACS). The ABA considers that this is a valuable opportunity to look at the steps taken to grant or refuse classification to ensure that they realise the objective of recognising/endorsing programs as being of high quality and made specifically for children, but which are in tune with production realities.

What will the review look at?

The review will focus on the following documents, which form part of the application package for C or P assessment:

The Criteria for a Children's Program

This document sets out the ABA's interpretation of Children's Television Standard (CTS) 2(a) – (e).

In the review of the ACS it was decided that, for the purposes of the CTS 'children' would continue to be defined as 'people younger than 14 years of age'. While not broadening the demographic

for C programs, the definition of C program would be amended to remove the exclusive focus on 'primary school age' children.

The explanatory notes will be revised to accommodate the distinctions and overlaps between the development stages of children, particularly the 'tweens' (10-13year olds).

Assessment Procedures for C or P classification

This document sets out the process followed by ABA staff in assessing programs for classification, including referral to consultants.

The ABA has become aware that there are a number of inflexibilities built into the current assessment process, and wishes to explore options for streamlining them; for example, the application requirements for experienced children's program producers may be reduced compared to those for first-time producers.

Application Requirements

This document sets out the required materials and information which should accompany an application form for each

category of classification. This includes quantities of scripts and tapes, as well as information about the proposed production. The ABA will review these requirements to ensure that they are not unduly onerous.

What is the timetable for the review?

The ABA will shortly forward a Discussion Paper to stakeholders inviting comment, and tentatively aims to have analysed submissions and produced revised Guidelines by the mid to late 2003. The ABA will also consider meeting with interested parties, to discuss issues arising from the review.

The ABA is keen to conclude the review expeditiously, so that all of those involved in the production and broadcast of children's television programs are provided with certainty on the ABA's approach to assessment.

For further information about the review contact Rosalie O'Neale on (02) 9334 7821 or by email at rosalie.oneale@aba.gov.au.



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Comparison between Australian and foreign produced commercials by type

Type of commercial	Australian Produced	Foreign produced
New	13521	656
Revised	14083	268
Tags or minor changes	18157	382
Other	654	38
Resubmitted (over 2 years old)	219	12
TOTAL	46846	1356

Comparison between Australian and foreign commercials 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 leisure and outdoor (including toy and sporting goods), motor vehicles, and toiletries & cosmetics manufacturers.

