



## ATV 10 Melbourne

### Depiction of unsafe uses of a product during a C or P program

#### **Complaint**

On 13 August 2003 the ABA received a written complaint concerning the alleged unsafe depiction of the use of a knife in an episode of the preschool program *In The Box*, broadcast by ATV 10 on 12 August 2003. The complainant considered that a segment of the program, in which the presenter demonstrates how to cut fruit, was unsafe and would encourage children to engage in similar behaviour.

#### **Decision**

The ABA determined that Network Ten Melbourne Pty Ltd breached its licence condition, subclause 7(1)(b) of Schedule 2 to the Broadcasting Services Act, by broadcasting material that

did not comply with Children's Television Standard 10(c), a program standard applicable to the licence under part 9 of the Act.

#### **Action taken**

As a result of the ABA's preliminary findings, Network Ten advised that the episode has been withdrawn from the series and will not be broadcast again. The finding was also brought to the attention of key production personnel in Ten's children's television unit for their reference for future P (preschool) productions.

The ABA views very seriously any breach of the Children's Television Standards. The ABA is satisfied with the action taken by the licensee to prevent future similar breaches and does not propose to take any further action in relation to this matter.



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## ADS 10 Adelaide

### Promotions in G – violence

#### **Complaint**

In August 2003, the ABA received a written complaint concerning the content of a trailer for the film *Matrix Reloaded*, broadcast by ADS 10 on 10 May 2003. The complainant considered that the trailer breached G criteria under clause 3.8 due to use of guns to menace people, violence and use of threat or menace with more than a 'very low' impact.

#### **Decision**

The ABA determined that on 10 May 2003 Network Ten Adelaide Pty Ltd breached clause 3.8 of the Commercial Television Industry Code

of Practice for violent depictions that exceed the level permitted for promotions during G viewing times.

#### **Action taken**

The licensee has indicated that the ABA's findings on this matter have been brought to the attention of Network Ten's classifiers for future reference.

The ABA notes that the licensee breached the same code provision (clause 3.8) in 2002. The ABA will continue to monitor the licensee's and network's compliance with this code provision and may consider further action should subsequent breaches occur.

