

Australian content in TV ads

Compliance in 2004

The Australian Content in Advertising Television Program Standard (TPS 23) requires that commercial television licensees ensure that Australian-produced advertisements occupy at least 80 per cent of the advertising time between the hours of 6 am and midnight. The standard allows that the remainder of time (20 per cent) within this period may be occupied by foreign produced advertisements.

All stations complied with the standard in 2004, and the amount of Australian advertising broadcast exceeded the 80 per cent requirement.

Foreign advertising averaged well under the allowable 20 per cent: Seven network stations broadcast an average of 8.2 per cent, Nine network stations averaged 8.7 per cent, and Ten network stations averaged 11.5 per cent.

Table 1: Australian advertisements broadcast

<i>Seven network station</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
	<i>%</i>	<i>%</i>	<i>%</i>
ATN Sydney	90.3	91.0	90.9
HSV Melbourne	91.9	91.3	91.2
BTQ Brisbane	91.3	91.6	91.3
SAS Adelaide	93.1	93.2	93.0
TVW Perth	92.8	92.9	92.8
Average	91.7	92	91.8
<i>Nine network station</i>			
TCN Sydney	91.1	91.6	91.1
GTV Melbourne	91.4	91.3	91.1
QTQ Brisbane	91.7	91.9	91.6
Average	91.4	91.6	91.3
<i>Ten network station</i>			
TEN Sydney	89.2	89.8	87.01
ATV Melbourne	89.6	89.9	86.89
TVQ Brisbane	90.3	89.8	88.49
ADS Adelaide	91.3	92.0	89.88
NEW Perth	90.7	91.6	90.25
Average	90.2	90.6	88.5

Table 2: Foreign advertising broadcast 1995 to 2004

<i>Station</i>	<i>1995</i>	<i>1996</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
<i>Seven network</i>										
ATN	10.0	10.5	12.6	12.7	9.9	12.0	10.0	9.7	9.0	9.1
HSV	9.7	10.1	12.4	12.3	9.7	11.7	9.6	8.9	8.7	8.8
BTQ	10.3	10.1	11.5	11.3	9.3	11.0	8.7	8.7	8.4	8.7
SAS	9.7	9.8	10.6	10.2	8.2	10.5	7.7	6.9	6.8	7
TVW	9.3	8.8	9.8	9.4	7.1	7.7	6.8	7.2	7.1	7.2
Average	9.8	9.9	11.4	11.2	8.8	10.6	8.6	8.3	8	8.2
<i>Nine network</i>										
TCN	6.8	7.7	7.5	7.6	8.4	8.8	8.1	8.9	8.4	8.9
GTV	6.5	7.6	7.7	6.8	7.8	6.6	7.3	8.6	8.7	8.9
QTQ	6.0	7.7	7.4	6.5	6.9	6.9	7.0	8.3	8.1	8.4
Average	6.4	7.7	7.5	7	7.7	7.4	7.5	8.6	8.4	8.7
<i>Ten network</i>										
TEN	8.7	10.7	11.2	12.22	10.1	11.9	12.0	10.8	10.2	12.99
ATV	8.9	11.0	11.4	12.30	10.8	11.4	12.1	10.4	10.1	13.11
TVQ	8.2	9.6	8.2	10.25	8.6	10.4	11.3	9.7	10.2	11.51
ADS	-	11.1	9.8	11.19	8.7	9.7	7.7	8.7	8.0	10.12
NEW	-	-	8.4	9.24	8.7	9.3	10.7	9.3	8.4	9.75
Average	8.6	10.6	9.8	11	9.4	10.5	10.8	9.8	9.4	11.5

CAD classifications

Most advertisements are classified as Australian or foreign by Commercials Advice Pty Limited (CAD) which is wholly owned by Free TV Australia. 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 the numbers of Australian and foreign commercials classified each year. Although the standard regulates advertisements actually broadcast by commercial licensees and not the number of advertisements classified by CAD each year, the ABA uses the information provided by CAD in monitoring trends in the levels of Australian and foreign content in advertising.

CAD classification data

In 2004 foreign advertising represented three per cent of the total number of advertisements classified by CAD, compared with 2.9 per cent for the previous year and 2.5 per cent in 2002.

Over the last three year period there has also been a steady increase in the number of Australian advertisements classified by CAD.

Exempt advertisements

Advertisements for imported cinema films, videos, recordings, live appearances by overseas entertainers and paid community service announcements (for charitable, public health and education organisations) are exempt from the standard.

Three top advertisement types classified

The three top product categories for Australian advertisements classified in 2004 were retail, entertainment (including restaurants, live shows, music), and motor vehicles.



The three top product categories for exempt advertisements classified were entertainment—including imported films, videos and recordings and live appearances by overseas entertainers—advertisements for charities and public service campaigns, and community service announcements for non-charitable organisations.

The three top product categories for foreign advertisements classified were motor vehicles, leisure and outdoors (including toy and sporting goods), and toiletries and cosmetics.

Table 3: Advertisements classified – 2004

<i>Advertisements classified</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
Australian	46,846	47,948	52500
Foreign	1356	1592	1809
Exempt	5201	5748	5935
Total	53,403	55,288	60,244
% of total			
Australian	97.5%	97.1%	97.0%
Foreign	2.5%	2.9%	3.0%

Table 4: Australian and foreign produced advertisements by type – 2004

<i>Type of advertisement</i>	<i>Australian produced</i>	<i>Foreign produced</i>
New	14942	774
Revised	14614	402
Tags or minor revisions	21890	610
Billboards	567	19
Charity or public service campaigns	279	
Resubmitted (more than 2 years old)	208	4
Total	52 500	1 809

Table 5: Exempt advertisements

<i>Type of advertisement</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
New	1442	1528	1558
Revisions	833	947	1005
Tags or minor revisions	2389	2652	2769
Billboards	26	22	9
Charity or public service campaigns	506	596	587
Resubmitted (more than 2 years old)	5	3	7
Total	5201	5748	5935