

Australian content TV advertising quota exceeded

All commercial television networks reported that they exceeded the requirement to broadcast Australian-produced advertisements for at least 80 per cent of their advertising time between 6.00 am and midnight in 2006. These results are based on reports provided to ACMA by the three commercial networks.

The Nine Network averaged 92 per cent Australian content, the Seven Network averaged 90.4 per cent, and Network Ten averaged 87.3 per cent. Foreign-produced commercials remained well under the 20 per cent maximum allowed under the quota.

Under the *Australian Content in Advertising Standard* (TPS 23), commercial television licensees must ensure that Australian-produced advertisements account for at least 80 per cent of advertising aired between 6.00 am and midnight. The objective of the standard is to ensure that the majority of advertisements on television are Australian made, although using a flexible regulatory system that recognises the market reality of advertising.

Most advertisements are classified as Australian or foreign by Commercials Advice Pty Ltd (CAD), which is wholly owned by Free TV Australia and represents commercial television broadcasting licensees.

Advertising agencies submit advertisements to CAD for classification and are required to respond to questions about compliance with the standard. They are also required to declare that the information they supply to CAD is correct.

The annual television advertising compliance results are on the ACMA website at www.acma.gov.au (go to For the public: Content & advertising > Broadcasting: About broadcasting content controls > TV content & advertising > TV content requirements > Advertising > Annual compliance results).



Australian-produced advertising

Advertisements are assessed as being 'Australian-produced' if they meet the definition in section 6 the *Australian Content in Advertising Standard*, which states:

6. 1. An advertisement is Australian produced if:
 - a. it is wholly pre-produced, filmed and post-produced in Australia or New Zealand or partly in Australia and partly in New Zealand; or
 - b. if this is not the case – Australians have exercised direction over the creative and administrative aspects of pre-production, filming and post-production.
2. Australians are taken to exercise direction over the creative and administrative aspects of pre-production, filming and post-production of an advertisement if the advertisement meets at least six of the following criteria:
 - a. the producer of the advertisement (other than a producer employed by the advertising agency) is Australian;
 - b. the principal director is Australian;
 - c. the director of photography is Australian;
 - d. the writers of the script and storyboards are Australian;
 - e. the visual editing is carried out by Australians;
 - f. the production of the sound track, including recording, sound editing and mixing, is carried out by Australians;
 - g. the role of featured talent appearing in the advertisement is filled by Australians;
 - h. all performance on the soundtrack, including voice-over, is by Australians;
 - i. the music used in the advertisement is composed by Australians;
 - j. if animation and related computer graphic techniques form a substantial and integral part of the advertisement, these are to be carried out by Australians.

CHILDREN'S AND PRESCHOOL PROGRAMS

Programs granted classification, June 2007

Program title	Series	Episode description	Program style	Program type	Country of origin	New/renewal	Class	Decision date	Applicant
<i>Gasp!</i>	1	Jan–52	Animation	Drama – Series	Australia	New	PRC	13/6/07	SLR Productions Pty Ltd
<i>Gluey and Celerina</i>	1	Jan–13	Animation	Drama – Other	Australia	New	PRC	14/6/07	SLR Productions Pty Ltd
<i>Rink Rats</i>	N/A	1x90	Live Action	Drama – Telemovie (TV)	Australia	New	PRC	25/6/07	Piccolo Films Pty Ltd

Class – Classification, C – C Classification, CD – C Drama, P – P Classification, PRC – Provisional C, PRP – Provisional P
A classification expires five years after the date it was granted or renewed.