

ACMA report highlights central role of media and communications in Australia

Research conducted by ACMA during 2007–08 provides a fascinating insight into the many ways Australians are now connecting to each other and the world through both traditional media and mobile communication. This is very much reflected in ACMA's annual report, which was tabled in parliament on 29 October 2008.

Research was a key focus for ACMA throughout the year, and informed the many regulatory, monitoring and compliance activities the organisation undertook across the broadcasting, internet, radiocommunications and telecommunications sectors. The *Media and Communications in Australian Families 2007* report was particularly significant, and

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featured comparisons with results from 1995 research showing how the family media and communications environment has changed over 12 years.

ACMA's latest annual report also provides a comprehensive picture of the contemporary Australian media and communications landscape, and highlights a number of new projects and initiatives. Cybersafety is one such major initiative.

During the year, ACMA received funding for new national cybersafety education programs and is now developing and delivering quality education materials for schools, undertaking targeted information campaigns and researching current trends in cybersafety.

ACMA continued to play a major role in the operation and success of the Do Not Call Register

throughout the year. By the end of 2007, telephone numbers listed on the register totalled more than 2.3 million and a survey showed the register has been well received by consumers and is delivering results. Nearly 90 per cent of those surveyed who had listed their numbers on the register reported a drop in the number of telemarketing calls they received.

ACMA also played an important role in

enforcing anti-spam legislation throughout the year. 'Around 20 investigations of alleged breaches of the Spam Act were conducted, with ACMA issuing five infringement notices and six formal warnings,' ACMA Chairman Chris Chapman said. 'Australia's continued fall in world rankings of spamming countries is a really positive reflection on our continuing anti-spam enforcement, educational and e-security activities,' he added.

'As our annual report shows, our role continues to broaden and diversify and we continue to consult, cooperate and collaborate with the Australian public, other government agencies and international regulators to enable an innovative, efficient, competitive and contemporary media and communications sector.'

The *ACMA Annual Report 2007–08* is available on the ACMA website, at <www.acma.gov.au> (go to ACMA: Publications & research > ACMA publications > Corporate publications > Annual report). For printed copies, please call ACMA Communications and Publishing on (03) 9963 6968.

