



Standards in relation to advertising

Children will encounter commercials for products on free-to-air TV, on Pay TV, and on the SBS. They will also encounter advertising on the Internet. This topic describes:

- the amount of time taken up by commercials
- regulations about the content of commercials.

The amount of time taken up by commercials

The amount of time taken up by commercials varies depending on whether you are viewing free-to-air TV, pay TV or the SBS.

Free-to-air TV

- commercials are shown for 15 minutes each hour in time slots before prime time commences (early evening), that is in most children's after school programs, including cartoon shows
- the exception is the special quota programs (those classified C) in which only 10 minutes per hour of paid commercials is allowed
- there is no advertising permitted in or adjacent to the special P preschool quota programs (one half hour per day).

Pay TV

- the amount of time is not regulated, but is generally less than on the free-to-air stations

SBS

- Commercials only occur at the beginning and end of programs.

Regulations about the content of commercials

The content of commercials is regulated as follows:

Free-to-air TV

- in C programs, the content of advertisements are regulated by the legally binding Australian Broadcasting Authority's (ABA) Children's Television Standards (CTF).
- on free to air TV generally, the content of all other advertisements is covered by the self regulatory Commercial TV Industry Code of Practice. This Code includes a section on "advertising directed to children" (Sections 6.20-6.24).
- The Commercial TV Industry Code of Practice requires that advertisements directed to children observe most, but not all of the ABA's standards on advertising to children. Within C programs the ABA's Children's Television Standards (CTS) have legal force. Outside of C programs the CTS are not legally binding, but are effectively an extension of the Commercial TV Industry Code of Practice. (See the ABA's Children's Television Standards 10, 17-21, and 22-23).

The Commercial TV Industry Code of Practice requires that advertisements directed to children observe most, but not all of the ABA's standards on advertising to children (viz the ABA/s CTS 10, 17-21, and 22-23). It should be noted that these standards are not legally binding outside the special "C" programs, but are observed on a self regulatory basis.

On Pay TV

- the content of advertisements is subject to the Australian Subscription Television and Radio Association (ASTRA) Code of Practice.

SBS

- The content of advertisements is subject to the SBS Code of Practice.

The Internet

- There are no standards or codes relating to advertising on the Internet here



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