

**COMMERCIAL TELEVISION INDUSTRY
CODE OF PRACTICE
ANNUAL CODE COMPLAINTS REPORT**

1 July 2010 to 30 June 2011

CONTENTS

BACKGROUND.....	1
CODE COMPLAINTS RECEIVED 2010/2011.....	2
COMPLAINTS REFERRED TO ACMA.....	2
ACCOMPANYING TABLES	2
<i>APPENDIX 1: REPORT ON CODE COMPLAINTS TO STATIONS.....</i>	<i>5</i>
<i>APPENDIX 2 PART (I): REPORT ON CODE COMPLAINTS BY CATEGORY</i>	<i>5</i>
<i>APPENDIX 2 PART (II): REPORT ON CLASSIFICATION</i>	<i>7</i>
<i>APPENDIX 2 PART (III): REPORT ON CLASSIFICATION BREAKDOWN</i>	<i>8</i>
<i>APPENDIX 3: REPORT ON MAIN COMPLAINT NUMBERS</i>	<i>9</i>
<i>APPENDIX 3A: REPORT ON CODE COMPLAINTS BY CATEGORY</i>	<i>10</i>
<i>APPENDIX 4: CODE COMPLAINTS BY QUARTER – 2000 TO 2011.....</i>	<i>11</i>

BACKGROUND

The Commercial Television Industry Code of Practice (the “Code”) was introduced in September 1993. The Code has been reviewed three times and revised Codes introduced in April 1999, July 2004 and January 2010.

Each year Free TV Australia publishes a report on Code administration by licensees which is made available to the public. This report covers the period from 1 July 2010 through to 30 June 2011.

The Code is registered with the Australian Communications and Media Authority (“ACMA”) and it sets community standard benchmarks for the content of programs, program promotions and commercials suitable for broadcast at different times of the day. It also sets out requirements concerning news and current affairs coverage (including privacy and fairness and accuracy issues), the levels of advertising acceptable to viewers and the handling of viewer complaints by stations. All commercial television stations support the Code and accept its requirements.

Viewer complaints play an important role in the co-regulatory process. Stations regard telephoned and written comments and complaints about their service as valuable feedback on their programming, and as an essential element of their responsiveness to the community. All stations publicise their telephone numbers, and most stations operate switchboards through the daytime and peak television viewing periods.

The Code gives particular importance to written complaints about Code matters. A written Code complaint triggers a station’s complaint investigation process, which must meet the strict timetable requirements set out in the Code. If a viewer is not satisfied with the station’s response, he or she is free to refer the matter to ACMA for further investigation.

CODE COMPLAINTS RECEIVED 2010/2011

Stations reported receiving a total of 2816 Code complaints during the period 1 July 2010 to 30 June 2011. This compares with 1292 in 2009/2010 and 908 in 2008/2009. This was the first full year incorporating complaints submitted electronically via the Free TV website complaints portal. On average, 2816 complaints amount to less than 4 complaints per month per service.¹

Complaints ranged over most categories of programs, however, news, current affairs and commercials attracted the highest complaint numbers.

The largest number of complaints (33.0%) related to the classification, (22.2%) discrimination and (16.3%) Bias/Inaccuracy. For further details refer to Appendices 1 to 3.

COMPLAINTS REFERRED TO ACMA

In the year to 30 June 2011, ACMA considered 61 Code complaints which had been assessed by stations, and had then been referred by the viewer to ACMA. This equates to 2.2% of the 2816 Code complaints received by stations during the period 1 July 2010 to 30 June 2011. The small number of complaints referred to ACMA indicates that in 97.8% of cases viewers are satisfied with the station's investigation and response.

16 of the 61 complaints referred to ACMA were upheld. Details of decisions made by ACMA can be accessed on the ACMA website www.acma.gov.au.

Further analysis of complaints received by stations during the period 1 July 2010 to 30 June 2011 is contained in the attached appendices.

ACCOMPANYING TABLES

The tables on the following pages set out:

- Appendix 1 – complaints by State and by metropolitan and regional stations;
- Appendix 2 – complaints by complaint category; complaints by classification (tables); and a breakdown of classification by element (pie chart);

¹ 60 operating services as per ACMA register of Commercial TV Broadcasting Licences as at 31 August 2011.

- Appendix 3 – complaints by complaint category (comparative charts); and
- Appendix 4 – complaint trends since January 2000.

APPENDICES

Appendix 1: Report on Code Complaints to Stations

1 July 2010 to 30 June 2011

	METRO		REGIONAL		TOTAL		Metro %	Regional %	% of Total
	Stations	Complaints	Stations	Complaints	Stations	Complaints			
ACT	0	0	1	91	1	91	0.0%	16.0%	3.0%
NSW	3	780	6	253	9	1033	35.0%	45.0%	37.0%
NT	0	0	3	6	3	6	0.0%	1.0%	0.0%
QLD	4	554	1	72	5	626	25.0%	13.0%	22.0%
SA	2	175	2	3	4	178	8.0%	1.0%	6.0%
TAS	0	0	2	25	2	25	0.0%	4.0%	1.0%
VIC	3	558	4	69	7	627	25.0%	12.0%	22.0%
WA	2	192	3	38	5	230	9.0%	7.0%	8.0%
TOTAL	14	2259	22	557	36	2816	102.0%	99.0%	99.0%

Appendix 2 Part (i): Report on Code Complaints by Category

1 July 2010 to 30 June 2011

	Bias/ Inaccuracy	Classification	Closed Caption	Commercial General	Commercial Placement	Commercial Time	Complaint Handling	Consumer Advice	Disclosure	Discrimination	Multichannel	Privacy	Program General	Upsetting Material	Total	%
Unspecified	0	2	4	109	0	4	1	0	0	0	1	0	0	1	122	4.3%
Current Affairs	98	58	4	58	0	4	0	0	6	375	1	11	1	8	624	22.2%
Comedy	0	49	2	4	0	1	0	0	0	24	2	0	1	0	83	2.9%
Music Video	0	28	0	1	0	0	0	0	0	0	1	0	0	1	31	1.1%
Religion	0	0	0	0	0	0	0	0	0	2	0	0	0	0	2	0.1%
Light Entertainment	2	89	0	1	0	3	0	0	1	104	2	0	0	8	210	7.5%
Reality	0	31	0	2	0	2	0	0	0	2	0	0	2	2	41	1.5%
Shopping Guide	0	2	0	0	0	0	0	0	1	0	0	0	0	0	3	0.1%
Documentary	0	6	0	2	0	0	0	0	0	1	1	0	0	0	10	0.4%
Variety	1	22	1	4	0	3	0	0	0	8	0	0	0	0	39	1.4%
Drama	1	57	19	1	0	28	0	0	0	5	10	0	1	2	124	4.4%
Quiz	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0.0%
Children	0	1	0	1	0	0	0	0	0	0	1	0	0	0	3	0.1%
News	354	28	6	63	5	9	0	0	3	73	0	14	8	104	667	23.7%
Commercial	0	285	0	75	20	4	7	0	3	1	1	0	1	0	397	14.1%
Movie	0	32	3	8	0	3	0	1	0	0	2	0	0	0	49	1.7%
Sport	0	23	2	30	0	15	0	0	0	13	9	0	1	1	94	3.3%
Information	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0.0%
Program Promos	2	216	0	61	0	0	1	0	0	15	15	0	3	2	315	11.2%
Total	458	929	41	420	26	76	9	1	14	624	46	25	18	129	2816	99.9%
%	16.3%	33.0%	1.5%	14.9%	0.9%	2.7%	0.3%	0.0%	0.5%	22.2%	1.6%	0.9%	0.6%	4.6%	100.0%	

* The Classification category includes the classification elements drug use, language, sex/nudity, suicide, violence, themes, dangerous imitable, and other

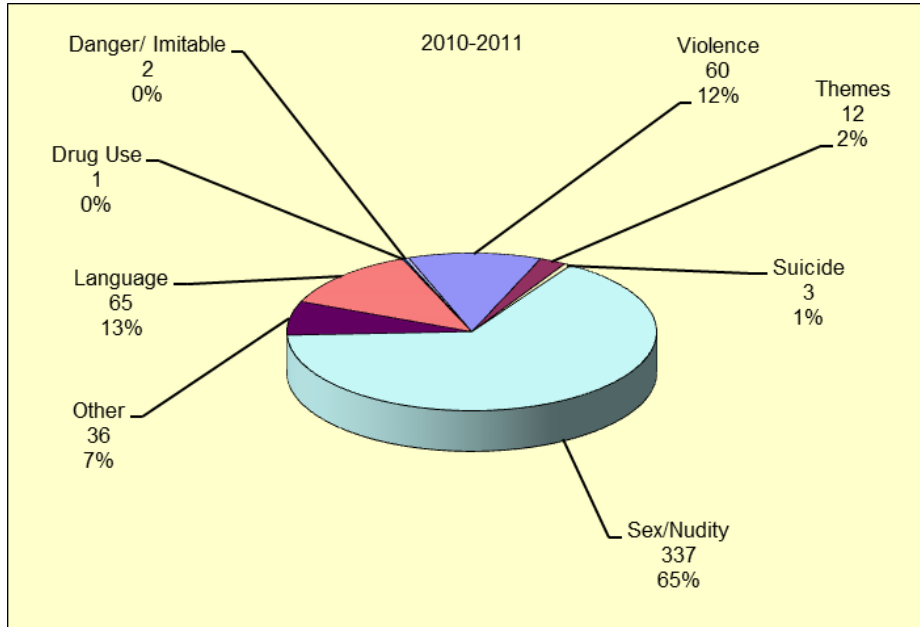
Appendix 2 Part (ii): Report on Classification

1 July 2010 to 30 June 2011

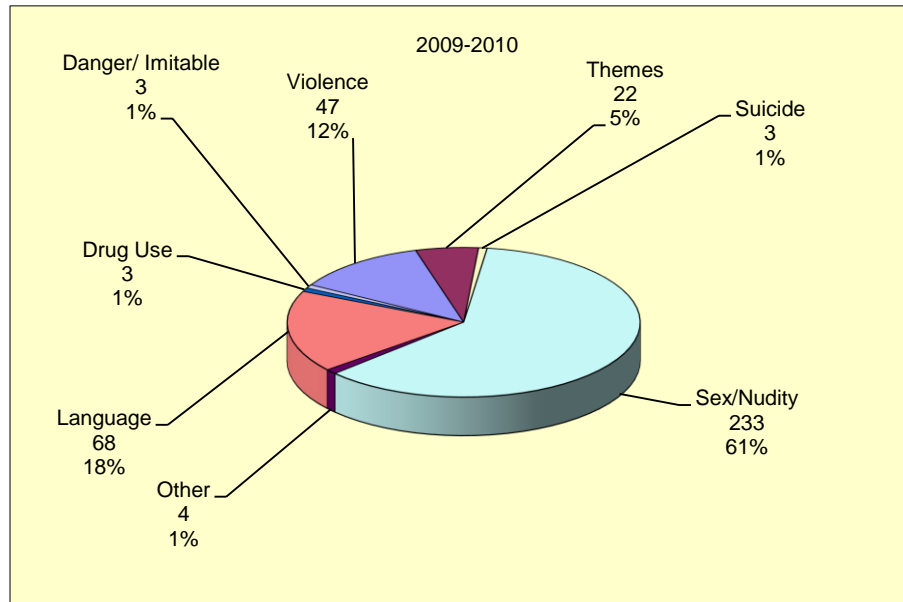
	AV Zone	Childrens	G Zone	General	M Zone	MA Zone	News/Current Affairs	PG Zone	Symbols	Total	%
Children	0	0	1	0	0	0	0	0	0	1	0.1%
Comedy	0	0	7	0	17	0	0	23	0	47	5.1%
Commercial	1	0	25	0	161	0	0	98	0	285	30.8%
Current Affairs	0	0	3	0	0	0	38	17	0	58	6.3%
Documentary	0	0	0	0	0	0	0	6	0	6	0.6%
Drama	2	0	3	0	21	5	0	25	1	57	6.2%
Light Entertainment	0	0	20	2	6	0	0	60	0	88	9.5%
Movie	0	0	0	0	27	4	0	1	0	32	3.5%
Music Video	0	0	1	1	0	0	0	26	0	28	3.0%
News	0	0	3	1	0	0	19	5	0	28	3.0%
Program Promos	0	2	94	3	5	1	1	108	0	214	23.2%
Reality	0	0	8	0	1	0	0	22	0	31	3.4%
Shopping Guide	0	0	0	0	0	2	0	0	0	2	0.2%
Sport	1	0	0	1	4	0	7	10	0	23	2.5%
Unspecified	0	0	0	0	1	0	0	1	0	2	0.2%
Variety	0	0	9	0	0	0	0	13	0	22	2.4%
TOTAL	4	2	174	8	243	12	65	415	1	924	100.00%
%	0.4%	0.2%	18.8%	0.9%	26.3%	1.3%	7.0%	44.9%	0.1%	100.0%	

Appendix 2 Part (iii): Report on Classification Breakdown

1 July 2010 to 30 June 2011

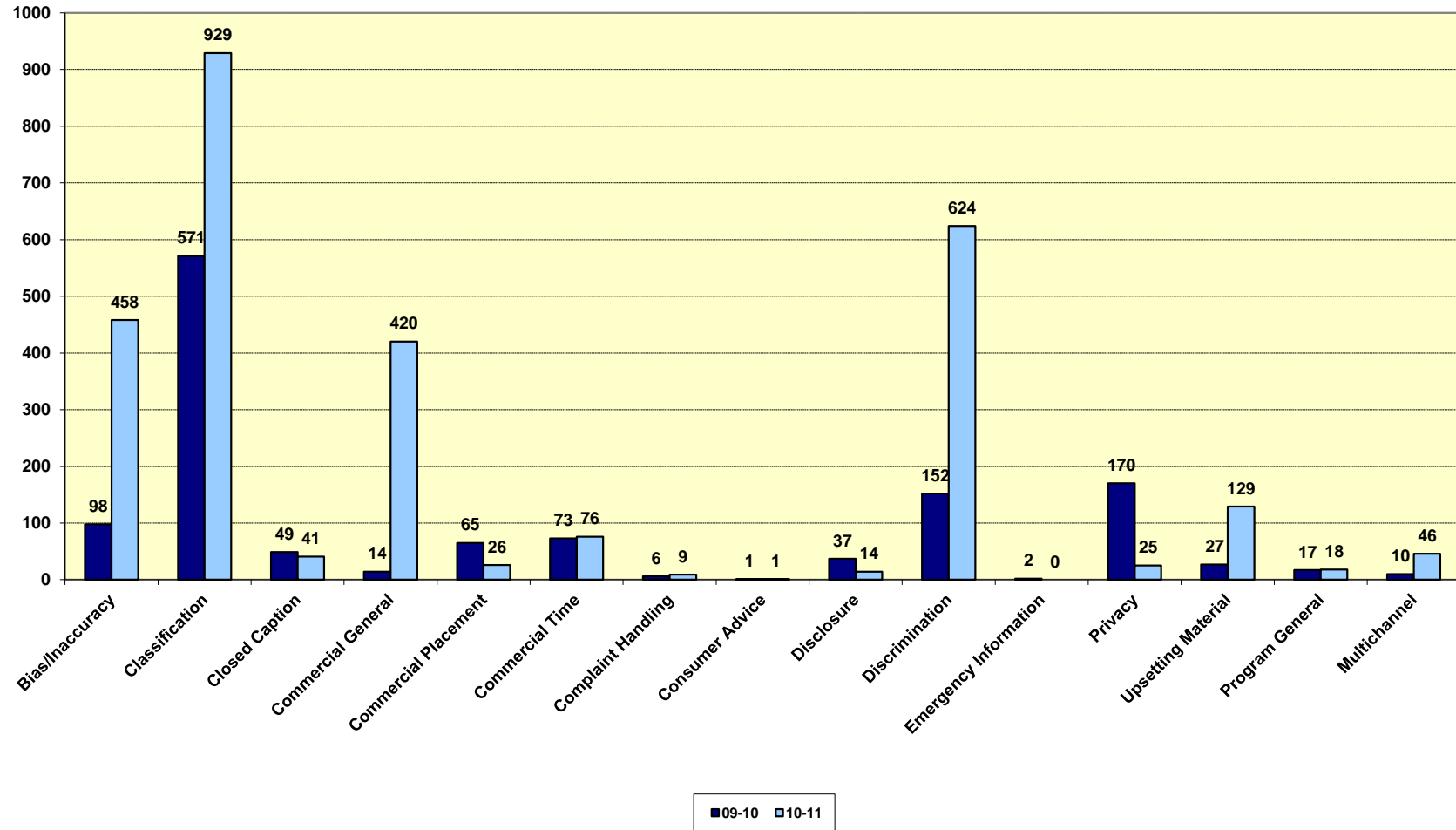


1 July 2009 to 30 June 2010



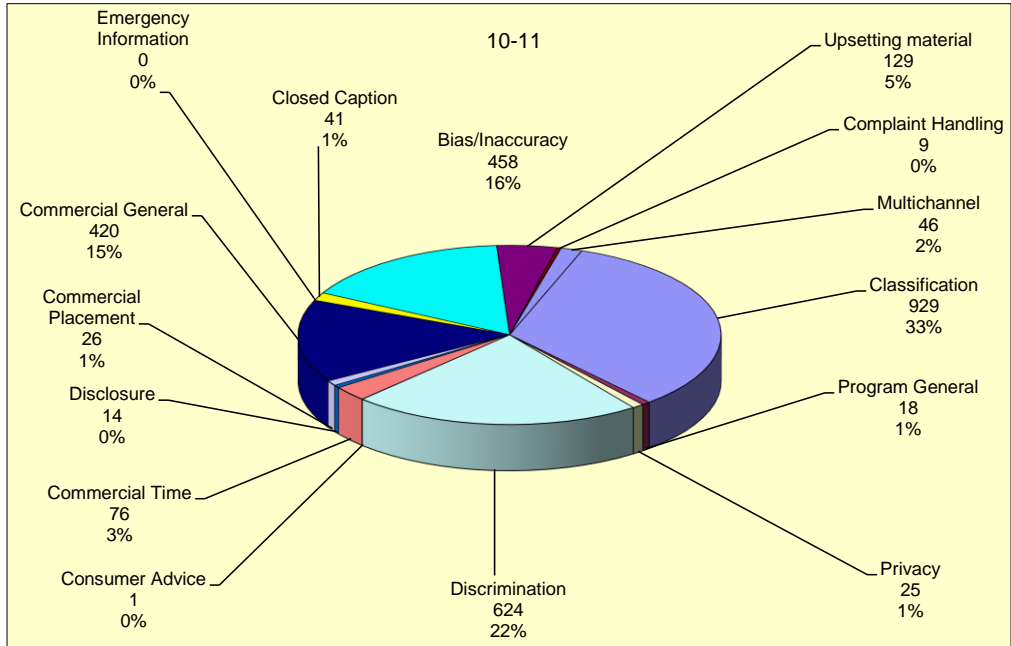
Appendix 3: Report on Main Complaint Numbers

1 July 2010 to 30 June 2011 vs 1 July 2009 to 30 June 2010

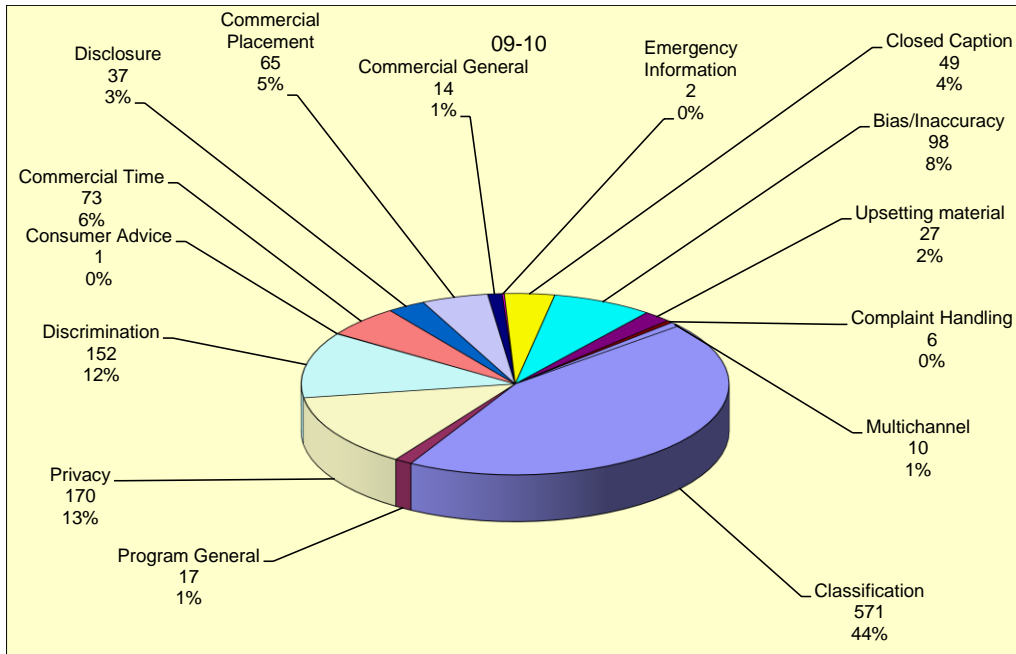


Appendix 3a: Report on Code Complaints by Category

1 July 2010 to 30 June 2011



1 July 2009 to 30 June 2010



Appendix 4: Code Complaints by Quarter – 2000 to 2010

1 January 2000 to 30 June 2011

