

MEDIA RELEASE
10 August 2007

TELEVISION INDUSTRY CODE OF PRACTICE AMENDMENT

INVITATION FOR PUBLIC COMMENT

Free TV Australia invites public comment on a proposed change to the Commercial Television Industry Code of Practice.

The proposed amendment is to clarify the operation of the existing Code provision permitting additional time for the broadcast of political advertising during election periods.

The current provision in the Code allows stations to schedule an extra minute of political advertising between 6pm and midnight during election periods (clause 5.7.2).

However, in practice, the operation of this clause has been limited by a general Code requirement to average non-program matter across the 6pm to midnight period (clause 5.6).

The effect is that broadcasters can not make effective use of the additional minute in election periods as this may breach the averaging requirements.

This often means that there is difficulty meeting all requests for political advertising time during election periods. This may disadvantage smaller political parties and organisations wishing to participate in the public debate.

The proposed amendment makes it clear that stations can use the extra minute provided for in clause 5.7.2.

The Code obligation to report publicly on the use of the additional minute will remain.

A copy of the proposed amendment and explanatory note are available from the Free TV website, www.freetv.com.au or by writing to Free TV Australia at the address below.

The closing date for public comment is 5pm on Friday 24 August and submissions may be sent to Free TV Australia by:

- Post to 44 Avenue Road, Mosman NSW 2088
- Fax to (02) 9969 3520; or
- Email to code@freetv.com.au

For media enquiries, please contact Free TV Australia on (02) 8968 7100.