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STATEMENT
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Free TV Response to Minister's Statement on Sexualisation of Children

The commercial free to air television industry does not support the sexualisation of children.

All material on commercial free to air television is heavily regulated and all material broadcast is consistent with OFLC guidelines. Further we are unique in the world in having specific standards relating to children's programming including pre-classification of specialised children's programming.

All advertising on television must comply with the classification guidelines and advertising directed to children must "exercise special care and judgment and comply with the Children's Television Standards".

We are therefore confident that the current regulation of commercial free to air television is appropriate in this regard and this is reflected in the very low level of complaints to broadcasters.

We are amazed to see that other forms of media which ACMA research shows are increasingly accessed by children and which are largely unregulated are not covered by the Minister's request. In particular although the announcement says it is looking at "television" we note this does not include Pay TV or National Broadcasters.

Free TV understands the community concerns around this issue and will give the Minister's letter serious consideration and engage in discussions with the Democrats and other interested parties.

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