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ACMA Review of the Children's Television Standards

Free TV Australia notes the release of the Australian Communications & Media Authority's (ACMA) Review of the Children's Television Standards (CTS).

"The report is the result of a comprehensive review and consultation by the ACMA," said Julie Flynn, CEO of Free TV Australia. "Free TV welcomes moves by the ACMA to provide more flexibility in scheduling children's programs".

The ACMA's review also determined that bans on the advertising of food to children are not warranted.

"It is encouraging that the ACMA has taken an evidence-based approach to considering the issue of food and beverage advertising to children. The evidence clearly does not support a regulatory approach which includes banning advertising," said Ms Flynn.

"The ACMA report makes other recommendations in relation to the regulation of food and beverage advertising which we will give careful consideration".

"Free TV will actively participate in the next phase of the review."

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For media enquiries contact Free TV Australia on 02 8968 7100