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**Media Release
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COMMERCIAL 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 Code as presently drafted exempts promotions for digital television from the limits on non program matter provided that no specific product or brand is promoted or endorsed.

Free TV proposes an amendment to the Code confirming that promotions by Freeview Australia Pty Limited which promote the Freeview brand are covered by the digital television clause.

Freeview Australia Pty Ltd is a company comprising all of Australia's free to air television broadcasters; the Australian Broadcasting Corporation, Special Broadcasting Service Corporation, Seven Network Limited, Nine Network Australia Pty Limited, Network Ten Pty Limited, WIN Corporation Limited, Prime Media Group Limited and Southern Cross Broadcasting (Australia) Pty Limited.

Freeview exists to promote the free to view digital platform in Australia and to provide information to customers about digital television including information about digital set top boxes. An on air campaign will be part of Freeview's core strategy and is intended to assist consumers with adopting digital television ahead of the Government's planned switch off of analogue television.

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 7 November 2008 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

-ENDS-

Media enquiries and interviews:

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