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DADS 4 KIDS AD NOT BLOCKED

Reports today that Free TV Australia have blocked or banned a Dads4Kids television commercial are incorrect.

The advertiser was requested, but declined, to add an identification tag to the commercial to comply with Schedule 2 of the Broadcasting Services Act.

The Broadcasting Services Act requires broadcasters to ensure that commercials that contain 'political matter' identify the body responsible for the commercial, including the speakers in the commercial.

Political matter is defined as 'any matter that appears to comment on, encourage participation in or attempt to influence a certain outcome within a political process'. Recent decisions of the ACMA require broadcasters to consider the content of websites referred to in the commercial when deciding whether a commercial contains political matter.

Any further queries in relation to the political matter identification requirements in the Broadcasting Services Act should be directed to the regulator, the ACMA.

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For media enquiries contact Free TV Australia on 0408 162 625