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MEDIA STATEMENT
1 September 2009

RESPONSE TO PREVENTATIVE HEALTH TASKFORCE REPORT

The latest report from the Preventative Health Taskforce was as expected, Free TV Australia said today.

Free TV Australia supports an evidence-based approach to policy making and therefore remains opposed to any further regulation on television advertising. Free TV broadcasters are already subject to significant regulation in relation to food advertising to children and the advertising of alcohol.

Free TV is happy to be part of the continuing community debate over how to deal with issues of child obesity and alcohol abuse.

- ACMA-commissioned research into television advertising and child obesity in 2007 found the two could not be causally linked.
- Further limits on advertising will adversely impact the advertiser-funded model of broadcasting and the industry's ability to create quality children's programming.
- Broadcasters have been actively involved in addressing the issue of child obesity by tightening restrictions as part of the Industry Code of Practice in relation to advertising to children and supporting various other initiatives designed to promote healthy living choices to children.
- Advertising of alcohol is heavily regulated on television both in terms of content and scheduling through the Commercial Television Industry Code of Practice.
- These restrictions do not apply to any other form of media.
- The Code of Practice ensures alcohol ads are not screened on television before 8.30pm. After this time, the audience is predominantly made up of adults.
- Similarly during live weekend sport, alcohol advertising is allowed in recognition that the vast majority of viewers are adults.
- Broadcasters also require that alcohol ads on television comply with the Alcoholic Beverages Advertising Code (ABAC).

-ENDS-

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