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**Media Statement
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Senate inquiry into sexualisation of children

Free TV Australia will carefully study the Senate report on sexualisation of children. This is a matter which all broadcasters take very seriously.

As we have previously stated there are very clear protections under the Commercial Television Industry Code of Practice and the Children's Television Standards about programming directed to children and we are confident that these are in line with community standards and do not sexualise children. There is also an extensive regulatory framework for content and advertising more generally, to ensure that material broadcast during the viewing day is appropriate for the viewing audience available at that time.

Free TV welcomes the recommendation that the CTS be varied to allow broadcasters to schedule children's programming in block periods. Free TV argued for this in the CTS review.

Music video programs are already subject to strict classification guidelines and all content must comply with the classification time zone in which it appears. As the committee notes there have been very few complaints about this issue.

Under the commercial television industry code of practice all broadcasters are required to advertise the complaints process 360 times a year and those advertisements must be placed across all time zones.

Free TV already provides a clearing house to direct complainants to the appropriate channel to lodge their complaint and there is a close working relationship with the Advertising Standards Board to direct complaints to each other if necessary. For instance someone complaining about the content of an advertisement to Free TV will be directed to the ASB and we will advise the ASB. Similarly if it is a complaint to the ASB about a classification matter they will direct the complainant to us.

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