

Appendix 1

Provisions in the CTS related to advertising

CTS 10 Unsuitable Material

No material broadcast during a C period or P period may:

- (a) demean any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, or mental or physical disability;
- (b) present images or events in a way which is unduly frightening or unduly distressing to children;
- (c) present images or events which depict unsafe uses of a product or unsafe situations which may encourage children to engage in activities dangerous to them;
- (d) advertise products or services which have been officially declared unsafe or dangerous by a Commonwealth authority or by an authority having jurisdiction within the licensee's licence area.

CTS 14 Maximum Advertising Time

(1) Except during a C period in which an Australian C Drama is broadcast, each 30 minutes of a C period may contain no more than 5 minutes of advertisements.

Note The previous CTS 14 (2) was omitted in 2005.

(3) During a C period in which an Australian C Drama is broadcast, the maximum amount of advertisements, program promotions, station identifications and community service announcements is 13 minutes per hour.

CTS 15 Separation of Advertisements and Sponsorship Announcements

During C periods advertisements and sponsorship announcements must be clearly distinguishable as such to the child viewer. This requirement is in addition to the requirements of the Commercial Television Industry Code of Practice.

CTS 16 Repetition of Advertisements

During any 30 minutes of a C period a licensee may broadcast the same advertisement no more than twice.

CTS 17 Content of Advertisements

No advertisement may mislead or deceive children, and nothing in these standards is to be taken to limit the obligation imposed by this standard.

CTS 18 Pressure in Advertisements

(1) A licensee may not broadcast any advertisement designed to put undue pressure on children to ask their parents or other people to purchase an advertised product or service.

(2) No advertisement may state or imply:

(a) that a product or service makes children who own or enjoy it superior to their peers; or

(b) that a person who buys an advertised product or service for a child is more generous than a person who does not.

CTS 19 Clear Presentation

(1) Advertisements must accurately represent the advertised product or service.

(2) Claims made in advertisements must not be ambiguous.

(3) (a) Advertisements in which children are depicted using products (including toys and games) must fairly represent the performance which a child of the age depicted can obtain from those products.

(b) If the size of the product is not clear in a live action advertisement it must be made clear by reference to something which a child can readily recognise.

(4) If accessories (for example batteries, transformers or doll's clothes) are needed to operate or enjoy a product depicted in an advertisement then:

(a) this must be able to be clearly understood by children;

(b) reference to price must clearly differentiate between the price of the product and the price of any accessories.

(5) Prices, if mentioned, must be accurately presented in a way which can be clearly understood by children, and not minimised by words such as 'only' or 'just'.

(6) An advertisement for a food product may not contain any misleading or incorrect information about the nutritional value of that product.

CTS 20 Disclaimers and Premium Offers

(1) Any disclaimer must be presented conspicuously.

(2) A premium offer should not stimulate any unreasonable expectation of the product or service advertised. If a premium is offered, then:

(a) any reference to the premium must be incidental to the main product or service advertised; and

(b) any conditions which must be met before obtaining the premium must be clearly presented.

CTS 21 Competitions

If competitions for children are referred to in programs or advertisements, a summary of the basic rules must be stated. Any statement about the chance of winning must be clear, fair and accurate.

CTS 22 Promotions and Endorsements by Program Characters

(1) No material broadcast during a C program or P program, or in the break immediately before or after a C program or P program, may contain an endorsement, recommendation or promotion of a commercial product or service by a principal personality or character from a C program or P program.

(2) This standard does not apply if the C program or P program featuring the personality or character:

(a) is not currently being broadcast in the licensee's licence area; and

(b) has not been broadcast in the licensee's licence area within the preceding 12 months.

CTS 23 Advertising of Alcoholic Drinks

(1) Advertisements for alcoholic drinks may not be broadcast during a C period.

(2) No advertisement or sponsorship announcement broadcast during a C period may identify or refer to a company, person, or organisation whose principal activity is the manufacture, distribution or sale of alcoholic drinks. This requirement is in addition to the requirements of the Commercial Television Industry Code of Practice.

(3) No advertisement for alcoholic drinks may be broadcast during a C program or P program that is broadcast outside a C period or P period, or in a break immediately before or after any C program or P program.

(4) No advertisement or sponsorship announcement broadcast during a C program or P program that is broadcast outside a C period or P period, or in a break immediately before or after such a C program or P program, may identify or refer to a company, person or organisation whose principal activity is the manufacture, distribution or sale of alcoholic drinks. This requirement is in addition to the requirements of the Commercial Television Industry Code of Practice.