

## **Appendix 2**

### **Provisions in the Code related to Advertising to Children**

#### ***Commercials or Community Service Announcements Directed to Children***

6.20 Commercials or community service announcements directed to children must exercise special care and judgement, and comply with Children's Television Standards 17–21.

6.20.1 For the purposes of this Clause, “**children**” means people younger than 14 years of age.

6.21 Only commercials and community service announcements which satisfy G classification requirements and which comply with Children's Television Standards 10, 17–21 and 22–23 may be broadcast during a C period or in breaks immediately before or after a C or P period.

6.21.1 C and P periods are as defined in the Children's Television Standards.

6.22 A commercial or community service announcement which is classified at a lower level than its content would normally require, in accordance with Clause 2.5, may be scheduled in programs where children are likely to form a substantial part of the audience only where children are appropriately a target audience.

6.23 Advertisements directed to children for food and/or beverages:

6.23.1 should not encourage or promote an inactive lifestyle;

6.23.2 should not encourage or promote unhealthy eating or drinking habits;

6.23.3 must not contain any misleading or incorrect information about the nutritional value of the product.

6.23.4 For the purposes of this Clause 6.23:

“**children**” means people younger than 14 years of age;

“**inactive lifestyle**” means not engaging in any or much physical activity as a way of life;

**“unhealthy eating or drinking habits”** means excessive or compulsive consumption of food and/or beverages;

**“promote”** means expressly endorse.

### ***Promotion of Products or Services in Programs Directed to Children***

6.24 In any program mainly directed to children:

6.24.1 the host or any other regular presenter or character in the program must not sell or promote products or services; and

6.24.2 products that have names or packaging featuring the host or any other regular presenter or character in the program must not be recommended or promoted within the program; and

6.24.3 material in the program which recommends or promotes products or services must be presented as discrete segments, and its sponsorship must be advised to viewers in a way that will be clear to them; and

6.24.4 references to prizes for competitions must be brief.

### ***Premium Charge Telephone Services in Certain Commercials***

6.25 In any commercial involving the use of premium charge telephone services (e.g. 0055 and 1900 numbers) which is directed to children, or is placed in a G program that has a substantial child audience and commences before 5.00pm:

6.25.1 the basic terms of any competition involved must be presented in a form which children can understand; and

6.25.2 the information about the cost of the call should be in a form which children can understand, and must be presented both in a clearly readable form and orally; and

6.25.3 children must be invited orally to seek parental permission before calling.

### ***Commercials or Community Service Announcements in G Programs Between 7.00pm and 8.30pm***

- 6.26 In breaks within or between G programs broadcast between 7.00pm and 8.30pm, commercials and community service announcements must comply with the requirements of the PG viewing period and with the additional restrictions in Clause 3.9.

### ***Commercials or Community Service Announcements in G or PG Programs at 8.30pm***

- 6.27 In breaks within G or PG programs scheduled to start at 8.30pm, or in a station break preceding such programs, commercials and community service announcements must comply with the requirements of the PG viewing period.

6.27.1 This clause also applies to breaks at or after 8.30pm within a G or PG program which starts before 8.30pm.

6.27.2 This clause does not apply to breaks within G or PG programs which follow a program which starts at or continues past 8.30pm (e.g. a PG program starting at 9.00pm).

6.27.3 Where a program of the kind referred to in this clause continues beyond 10.30pm, these restrictions will cease to apply beyond that time.

- 6.28 For the purposes of Clause 6.27, all sporting coverage between 8.30pm and 10.30pm will be deemed to be PG.