

## All television networks exceeded Australian content in advertising quota

All commercial television networks reported that during 2005 they exceeded the requirement to broadcast Australian-produced advertisements for 80 per cent of their advertising time between 6.00 am and midnight.

The objective of the *Australian Content in Advertising Standard* is to ensure that the majority of advertisements on television are Australian made, by means of a flexible regulatory system that recognises the market reality of advertising.

Most advertisements are classified as Australian or foreign by Commercials Advice Pty Ltd (CAD), which is wholly owned by Free TV Australia. Advertising agencies submit advertisements to CAD for classification and are required to respond to questions about compliance with the standard. They are also required to declare that the information they supply to CAD is correct. Advertisements are assessed as being 'Australian produced' if they meet the definition in standard.

The standard requires commercial television licensees to ensure that Australian-produced advertisements occupy at least 80 per cent of the advertising time between 6.00 am and midnight, allowing for the remainder of the time (20 per cent)

to be occupied by foreign produced advertisements.

All stations complied with the standard in 2005, with the amount of Australian advertising broadcast exceeding the 80 per cent requirement. The Seven network averaged 92.58 per cent Australian content, Nine averaged 92.25 per cent and Ten averaged 87.49 per cent.

Foreign advertising has averaged well under the allowable 20 per cent in past years. An analysis of the trends of foreign produced advertisements since 1995 indicates that the Seven Network, after peaking in 1997-98 with more than 11 per cent of foreign produced advertisements, has decreased its foreign component in recent years and broadcast 7.4 per cent in 2005. The Nine Network, having increased from 6.4 per cent in 1995 to 8.7 per cent in 2004, has slightly reduced its foreign produced component in 2005 to 7.75 per cent. Network Ten has had the highest amount of foreign produced advertisements, peaking in 2005 with 12.5 per cent, although this remains well within the 20 per cent limit.

The annual compliance results are on the ACMA website at [www.acma.gov.au](http://www.acma.gov.au) (go to Radio & TV > Content regulation > Television > Content requirements > Advertising).

## ACMA adopts new cabling 'wiring rules'

ACMA has adopted new wiring rules for installing customer cabling, which came into effect on 1 July 2006. The wiring rules apply to cabling providers installing or maintaining cabling work, who must ensure the work complies with the wiring rules as a condition of their registration.

Under its statutory powers, ACMA can impose requirements on providers of customer cabling. Cabling work must be performed or supervised by a person with the appropriate cabling provider registration.

The *Telecommunications Cabling Provider Rules 2000* regulate the cabling industry and establish an industry-managed registration scheme. The Cabling Provider Rules ensure that minimum cabling requirements are in place to promote safety and maintain network integrity.

New wiring rules are automatically adopted by ACMA when published by the Australian Communications Industry Forum (ACIF). ACIF announced on 12 April that it has published new wiring rules in the form of a standard, *AS/ACIF S009:2006 Installation requirements for customer cabling (Wiring Rules)*.

The new edition of the standard deals with cabling work that was previously exempt from ACMA technical regulation or that was not specifically addressed by previous editions.

The rules have been restructured and contain more information to help cabling providers comply with the requirements of the standard. Some of the major changes include:

- redefinition of voltage classifications
- fire detection and fire alarm system cabling variations accommodated and
- building control system cabling variations accommodated.

The standard applies to the installation and maintenance of fixed or concealed cabling or equipment that is connected, or is intended to be connected, to a telecommunications network. It does not apply to any electrical power cabling whose primary function is the distribution of AC mains supply, and which is connected to an AC mains supply. If electrical power cabling carries telecommunications signals as a secondary function, as long as the signals originate from the power network or are injected into the power cabling via a compliant interface device, the standard does not apply.

The wiring rules and an industry guideline that explains the changes, entitled *Companion to AS/ACIF S009:2006 Installation requirements for customer cabling (Wiring Rules)*, are on the ACIF website at [www.acif.org.au](http://www.acif.org.au).

## CHILDREN'S AND PRESCHOOL PROGRAMS

### PROGRAMS GRANTED CLASSIFICATION, JUNE 2006

Program title	Series	Episode description	Program style	Program type	Country of origin	New/renewal	Class	Decision date	Applicant
<i>Anna and the King</i>	n/a	n/a	Animation	Drama – other	Australia	Renewal	CD	15/6/06	Burbank Animation Studios Pty Limited
<i>Dogstar</i>	1	14-26	Animation	Drama – series	Australia	New	CD	28/6/06	Media World Pictures Pty Ltd
<i>I Got a Rocket!</i>	1	1-26	Animation	Drama – series	Australia	New	CD	15/6/06	SLR Productions Pty Ltd
<i>I was a Rat!</i>	n/a	n/a	Live action	Drama – other	Canada	New	C	20/6/06	Nine Network Australia Pty Ltd
<i>Lockie Leonard – Human Torpedo</i>	1	14-26	Live action	Drama – series	Australia	New	CD	2/6/06	RB Films Pty Ltd
<i>New MacDonalds Farm</i>	3	NMF91-135	Live action /puppetry	Light Entertainment – Variety	Australia	New	P	20/6/06	Pacific & Beyond Pty Ltd
<i>The Shak</i>	2	66-130	Live action	Light entertainment – magazine	Australia	New	C	20/6/06	Nine Network Australia Pty Ltd

PRC - Provisional C, C - C Classification, CD - C Drama, P - P Classification, Class - Classification. A classification expires five years after the date it was granted or renewed